

Next Month:
Mental Health

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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SPORTS



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InterVid Media

Elizabeth Milic

Spring & Bond

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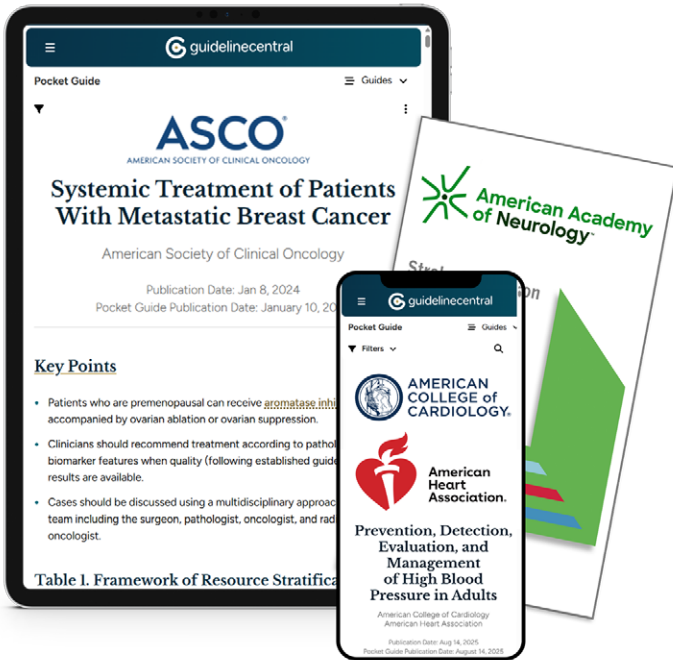
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Dear Healthcare Marketer,

Sports have always been part of the Leonard household. With a dad who was an avid golfer and a fan of every sport under the sun – and a mom who was the most enthusiastic spectator you'd ever meet – our home was built on bleachers, ballgames, and big moments.

My parents grew up together in Pittsburgh, and one of my favorite stories is about my mom. She used to ask for sports equipment for Christmas and her birthday – not because she needed it, but because she wanted to be included in sports outings with my dad and his brothers. She had a crush on him since she was five years old, and sports were her ticket to spending time with the boy she adored. And it worked.

Some of my most cherished memories are wrapped in sports: watching The Masters with my father – especially that unforgettable moment when Jack Nicklaus won at what felt like the “ripe old age” of 46 – and going to the first World Series night game at Three Rivers Stadium in Pittsburgh when I was just ten. I even chose Roberta as my confirmation name after Roberto Clemente, with a little nudge from my dad, of course. (My dad's name was Robert as well.)

As the years went on, sports continued to shape my life. A sports marketing job before launching *The Exchange* gave me the chance to meet incredible athletes – Julie Krone, Ken Venturi, Bill Walton, Rick Pitino. (I once accidentally woke Rick Pitino in the middle of the night because he didn't check in with me, and I needed to make sure he'd be on time the next morning for a 7 a.m. presentation. He announced at breakfast that some mysterious caller ruined his sleep. I stayed quiet. He didn't follow protocol!)

Today, sports still bring me joy – especially college basketball with my daughter Maddie. We're Duke fans through and through, and some of my favorite recent memories are of us cheering side-by-side at games. We also share a passion for tennis and Carlos Alcaraz. This year, we had some of the best seats at the US Open, and it will forever be one of my most treasured moments – especially now that Maddie lives in Minneapolis. Sports connect us, no matter the miles. She even just sent me a TikTok of *The Tonight Show* with Kon Knueppel, keeping our sports banter alive.

I know I'm not alone in my sports enthusiasm. And that's why we decided to continue featuring a Sports Issue of *The Exchange*. The stories highlight the unique human connections, sense of accomplishment (and sometimes disappointment), and indelible impact sports have on our lives. **Nicole Woodland – De Van and Jim Woodland** (Compas, Inc.) share their work with the Cobbs Creek Foundation to transform an historic golf course into a hub of sports and education, serving thousands of local students each year. **John M. Shattuck** (PDQ Communications) tells of fun and funny memories full of friendship woven through his history with golf. **Tom Tracy** (Guideline Central) has passed on his legacy of sports – as player, coach, and fan – that has bonded him and his sons over many years and many games. **Mario Nacinovich** (BVI Medical) and **Athan Reppas** (Thea Pharma, Inc.) joined forces to tell of the way collecting baseball cards keeps legends and legendary sports moments alive. As a newbie and the youngest member of a semi-pro soccer team, **Jeremy Vannatta** (AbelsonTaylor) learned the power of executing exactly his coach's sound strategy that altered the winning streak of an opposing team.

If you're an avid fan of any team, you'll totally relate to **John Loughran's** (InterVid Media) serious love/hate relationship with sports. **Geoff Watkins** (Guideline Central), along with his lifelong buddies, catches his favorite Sunday NFL games at a fabulous personal sports bar that attracts an expanding group of family participants. There is the “thrill of victory,” which means there's also the agony of...well, let **Jeff Forster** (Haymarket Media) tell you in his somewhat painful story about participating in his local Junior Olympics. **Kris Pearson** (Publicis) reminds us of how a little investment in kids' sports can make an enduring difference. **Elizabeth Milic** (Spring & Bond) shares her moving Magic Moment. And **Deb Stevens** (Deb Stevens Consulting, LLC) relays her unforgettable Muhammad Ali moment. Lest you're stumped about what you can serve at your next sports gathering, **Marco Zuccarello** (MDCalc) has you covered with a recipe for “the World-Famous Cincinnati ‘Skyline Chili’ Dip.” And congratulations to Marco who won the DICK'S Sporting Goods Gift Card.

Putting together this issue, I can't help but feel grateful for the moments, the memories, and the relationships that sports have given me – from childhood to now. I hope this edition inspires that same sense of connection, excitement, and joy in you.



P.S. Sign up to participate in a 2026 issue. First 10 receive a \$15 Gift Card for Starbucks or Dunkin'. Your choice!
hmexchange.com/stories.html

Enjoy,

Nancy

SUPER BOWL SURVEY STATS

Readers filled out our Super Bowl Fan Poll online. Here are the results.

- Our readers love the Eagles with 44% hoping to see them in the Super Bowl
- Only 9% of our readers have attended a Super Bowl
- Favorite food by far are wings, followed by Buffalo chicken dip
- The favorite place to watch the game is at home, followed closely by watching at a friend's house
- 62% of our readers are die-hard football fans
- 84% place a bet on the game
- Budweiser commercials and any commercial with Betty White are by far the favorites
- 84% remember who won the Super Bowl last year

CELEBRATING PETS

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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.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbbVie has announced the promotion of **Edward Morrissey** to Director, Neuroscience Marketing.

AbelsonTaylor Group has announced the appointment of Sara Brandt as Senior Vice President, Head of Media for ATActivate.

Alexion Pharmaceuticals, Inc., has announced the appointments of **Arpita Bhowmick** (arpita.bhowmick@alexion.com) Rare Disease Unit, AstraZeneca, as Head of Commercial IT, U.S., and **Moiz Shujaee** as Associate Director, Commercial Data Operations.

Alnylam Pharmaceuticals has announced the appointment of **Nicole Jaeger** as Associate Director, Clinical Operations.

Amgen has announced the appointment of **Patrick Hylton** as Chief of Staff, U.S. Oncology.

AstraZeneca has announced the appointment of **Richard Vega** as Marketing Director, CVRM.

Audacity Health has announced the appointment of **Kalilah Fajerman** as Brand Strategist.

Avalere Health has announced the appointment of **Ryan Taggart** as U.S. Business Unit Lead, Medical. He can be reached at Ryan.Taggart@avalerehealth.com.

CMI Media Group has announced the appointment of **Nicolas Ospina** as Supervisor, Engagement Planning. Promoted at the company were **Jeff McMenamin** (jmcmenamin@cmimediagroup.com) to Director, SEM; **Jackie Bayliss (Achttert)** (jachttert@cmimediagroup.com) to Director, Paid Social; **Rachel Schoch** (rachelaschoch@gmail.com) to Associate Director, Paid Social; **Samantha Boccolini** to Senior Vice President, Engagement Strategy; **Chiara Dragone** (cdragone@cmimediagroup.com) to Senior Analyst, CXM; **Raheem R. Figaro** (Raheem.figaro@gmail.com) to Senior Engagement Planner; **Emily Crowley** (ecrowley@cmimediagroup.com) to Associate Director, Engagement Strategy; **Margaux Tierney** to Associate Director, Paid Social; **Emily Brisgone** (ebrisgone@cmimediagroup.com) as Associate Director, SEM; **Alexa Beck** (abeck@cmimediagroup.com) to Senior Analyst, Social Intelligence; and **Lindsey Myers** to Director, Client Finance.

Conexiant has announced the appointment of **Joshua Norton** as Director of Partnerships. He can be reached at Joshua.norton@conexiant.com.

DDB Health New York has announced the appointment of **Madison D'Argenio** as Senior Project Manager. She can be reached at dargeniomadison@gmail.com.

EVERSANA INTOUCH has announced the appointments of **Kate Gerhart** as Director, Social Media, and **Lorenzo Riego** as Account Supervisor. Promoted at the company was **Michelle Coon** to Account Director.

Fingerprint Group has announced the appointment of **Ahmed Kabel** as Senior Media Planner. He can be reached at Ahmed.kabel@fingerprint.com.

Formedics has announced the appointments of **Olivia Dolan** (livroze1292@gmail.com) as Account Manager, Client Services, and **Caroline Kohlbrenner** (kohlbrennercaroline@gmail.com) as Account Coordinator.

Genentech has announced the appointment of **Ozgun (Oz) Demir** as Chief Marketing Office, Head of Digital Marketing and Lymphoma Marketing Lead.

Greater Than One has announced the promotion of **Jacqueline Sheehan** to Senior Digital Operations Manager.

GSK has announced the appointment of **Leslie Rotz** as Director, Global Channel Integration Lead.

Havas Media Network has announced the appointment of **Wiktorja Szymanska** as Planning Manager.

Impiricus has announced the appointment of **Jeanne Gallione** as Senior Director of Strategic Partnerships. She can be reached at Jeanne.gallione@ampiricus.com.

Incyte has announced the appointment of **Connor Hutchison** as Marketing Manager.

InStep Health has announced the promotion of **Amy Cornell** to Director, Client Solutions. She can be reached at amy.cornell@instephealth.com.

IQVIA Digital has announced the appointment of **Rebecca McCulloch** as Chief of Staff. She can be reached at Rebecca.mcculloch@iqvia.com.

Johnson & Johnson Innovative Medicine has announced the appointment of **Gabriela Lardieri** as Product Director, Omnichannel Engagement – Neuroscience.

Klick has announced the appointment of **Jaden Horvat** as Senior Paid Social Specialist.

Merck has announced the appointments of **Lynsey Underwood** as Associate Director, Campaign Development Lead – Oncology, and **Nell McCallum** as Associate Director, Launch Strategy.

MJH Life Sciences has announced the appointment of **Nicole A. Jussen** as Vice President of Business Development. She can be reached at njussen@mjlifesciences.com.

PeerDirect has announced the appointment of **Jay Nakamura** as Senior Sales Director.

Pfizer has announced the appointment of **Stacy Chatz** as Senior Director, Media Measurement. Promoted at the company was **Niki Sarich-Rising** to Director, U.S. Breast Cancer Marketing.

Publicis Health Media has announced the promotions of **Alexa Masia** to Supervisor, Strategy, and **Gabe Roark** and **Katelyn Green** to Associate Directors, Strategy.

Red Nucleus has announced the appointment of **James Smith** as Director, Business Development. He can be reached at Jimsmith@rednucleus.com.

Sanofi has announced the appointment of **Maria DeBoer** as Head of U.S. Marketing – Gastroenterology.

SOLVE(D) has announced the appointment of **Jack Fitzpatrick** (jack.fitzpatrick@solved.health) as Media Planner. Promoted at the company was **Danielle Mages** to Media Buyer Supervisor.

Underscore Marketing has announced the appointment of **Kate Miller** as Executive Vice President, Enterprise Innovation and Technology Solutions.

VDX.tv has announced the appointment of **Heather Shankman** as Director of Client Partnerships, Pharma. She can be reached at heather.shankman@vdx.tv.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has received U.S. FDA approval for EPKINLY® (epcoritab-bysp), a T-cell engaging bispecific antibody administered subcutaneously in combination with rituximab and lenalidomide (EPKINLY + R2) for the treatment of adult patients with relapsed or refractory (R/R) follicular lymphoma.

Amgen has received U.S. FDA approval for IMDELLTRA® (tarlatamab-dlle) for the treatment of adult patients with extensive stage small cell lung cancer (ES-SCLC) with disease progression on or after platinum-based chemotherapy.

Astellas Pharma, Inc., and **Pfizer, Inc.**, have received U.S. FDA approval for Padcev (enfortumab vedotin-efv), a Nectin-4 directed antibody-drug conjugate (ADC), in combination with the PD-1 inhibitor Keytruda (pembrolizumab) or Keytruda QLEX (pembrolizumab and berahyaluronidase alfa-pmph) as neoadjuvant treatment and then continued after cystectomy (surgery) as adjuvant treatment for adult patients with muscle-invasive bladder cancer (MIBC) who are ineligible for cisplatin-containing chemotherapy.

Halozyne Therapeutics, Inc., announced that **Johnson & Johnson** has received U.S. FDA approval for a new indication for DARZALEX Faspro® (daratumumab and hyaluronidase-fihj) co-formulated with ENHANZE®, as single agent treatment of adult patients with high risk smoldering multiple myeloma (HR-SMM).

Novartis has received U.S. FDA approval of Itvisma® (onasemnogene aberparovvec-brve) for the treatment of children two years and older, teens, and adults living with spinal muscular atrophy (SMA) with a confirmed mutation in the survival motor neuron 1 (SMN1) gene, making it the first and only gene replacement therapy available for this broad population.

Pfizer has acquired **Metsera, Inc.**, a clinical-stage biopharmaceutical company accelerating the next generation of medicines for obesity and cardiometabolic diseases.



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Date: Thursday, January 22, 2026

Time: 6:00PM - 9:00PM

Location:

Park Avenue Tavern, Barrel Room
99 Park Avenue
New York, NY, 10016

Cost:

Members: Complimentary registration
Non-Members: \$175

For more information and to register, visit:

<https://www.ammonline.org>
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SPORTS

Restoring History and Building Futures

The Woodland Family's Impact on Cobbs Creek and West Philadelphia Youth

BY NICOLE WOODLAND – DE VAN AND JIM WOODLAND

When Cobbs Creek Golf Course opened in 1916, it was hailed as one of the nation's premier public golf courses. Designed by Hugh Wilson – who also designed nearby Merion Golf Club – Cobbs Creek quickly became a Philadelphia treasure.

At a time when golf was largely segregated, Cobbs Creek stood apart. It offered a welcoming course for Black golfers and became a training ground for legends such as Charlie Sifford, who honed his game there before breaking the PGA Tour's color barrier in 1961. Over time, however, the course fell into disrepair and ultimately closed in 2020.

REVIVAL AND RESTORATION

Today, thanks to the Cobbs Creek Foundation, that same property is being transformed once again, this time into a hub for both sports and education. The restoration includes a full revival of the historic Cobbs Creek Golf Course, a state-of-the-art driving range, a Tiger Woods-designed short course, a nine-hole course, a heritage center, and a restaurant. At the heart of it all is the new Smilow | Woodland TGR Learning Lab, a state-of-the-art education facility that will serve more than 8,000 local students annually.

Woodland TGR Learning Lab, a state-of-the-art education facility that will serve more than 8,000 local students annually.

COMMITMENT TO EDUCATION AND COMMUNITY

Among those helping to bring this vision to life is the Woodland family, whose long-standing commitment to education and community development has made a lasting impact on the project and the surrounding community.

Jim and Stan Woodland, both members of the Cobbs Creek Foundation Board, have been deeply involved in supporting the project. In particular, they've helped with the launch of the Learning Lab. Their leadership and advocacy helped establish a safe, inspiring space where underserved students can explore STEAM-based programs, build life and trade skills, and receive academic support in a nurturing environment. Since opening in April, the Lab has already welcomed over 6,000 students.

The Learning Lab is operated by Tiger Woods' TGR Foundation, whose mission is to empower students to pursue their passion through education.

In September, Tiger Woods joined the Cobbs Creek community to celebrate the Lab's official ribbon-cutting, a moment that underscored the project's potential to change lives.

VISION BECOMES REALITY

For the Woodland family, this initiative carries special meaning. Years ago, Jim Woodland wrote in a graduate school essay that he hoped to be remembered for creating educational opportunities for underserved communities, a vision that has now taken shape through the TGR Learning Lab at Cobbs Creek. Golf has always been a shared passion among Stan, Jim, and his brother Michael, making the opportunity to combine their love for the game with a commitment to education especially meaningful.

THE LEGACY CONTINUES

That spirit of purpose extends to the next generation. Jaxson De Van, a member of the Woodland family, is working on the course restoration team, learning firsthand about landscape architecture, sustainable design, and environmental stewardship. His work on restoring wetlands and preserving the property's natural beauty has inspired him to pursue a career in landscape architecture when he enters college next year.

The Woodland family is honored to support the Cobbs Creek Foundation's mission to restore history and build opportunity. Their continued dedication to education and community advancement reflects the enduring spirit of Cobbs Creek, where history, hope, and hard work come together to create a brighter future.

For more information on programs, upcoming events, and partnership opportunities with the TGR Learning Lab, visit Philadelphia.TGRLearningLab.org. To learn more about the Cobbs Creek Foundation, visit CobbsCreek.org.



Woodland Family celebrates at the Smilow | Woodland TGR Learning Lab ribbon-cutting event at Cobbs Creek.



Jim and Stan Woodland performing the ceremonial ribbon-cutting with Tiger Woods to commemorate the grand opening of the TGR Learning Lab.



Nicole Woodland – De Van is President, Compas, Inc. She can be reached at 856-667-8577 or nwoodland@compas-inc.com.



Jim Woodland is CEO, Compas, Inc. He can be reached at jwoodland@compas-inc.com or 856-667-8577.

The Scores Are In!

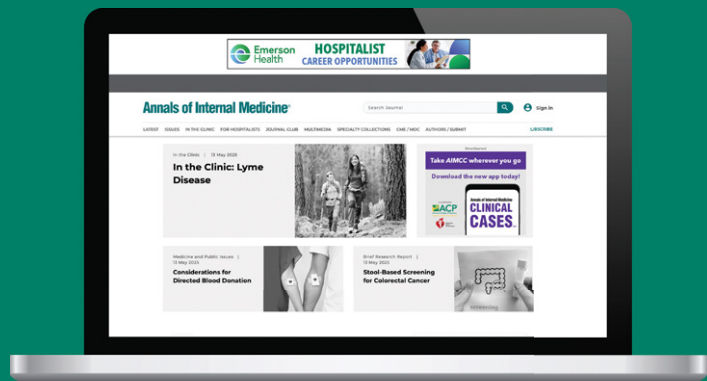
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*Source: Medical/Surgical Media Measurement, 2025, Tables 402 and 404.



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SPORTS

GOLF The Friends and Fun of It

BY JOHN M. SHATTUCK

When I was a kid – I never golfed. I caddied for my dad and my grandpa. Then, when I was in middle school – as a summer job – I actually got paid to carry people’s golf clubs. Shortly after graduating from Michigan State in 1980 (six-year plan), I met Kim – the Love of my Life. At the time, I was a Detail Guy for Kremers Urban. We married in 1982. Little did I know then that by marrying Kim I was also marrying golf.

IT’S A FAMILY AFFAIR

Kim had grown up in a family of golfers dating back to her grandfather – one of the early members of Chicago’s Shriner-built Medinah Country Club. Her dad was a Past President (1976-1977) and her mom was a multiple-time 18 Hole Ladies Champion and Golf Chairperson. Kim and her older brother were both Junior Members. When Kim and I were married, her Junior Membership transferred to me – at the time the club’s by-laws didn’t allow for women members. Thankfully, that was a long time ago and no longer true. But believe me – she still reminds me of it frequently.

Our daughter became a Media Darling during the 2006 PGA Championship we hosted at Medinah. She was the Standard Bearer for the Premier pairing (Tiger Woods, Phil Mickelson, and Geoff Ogilvy). That threesome opened the tournament on Thursday, August 17 – her Sweet 16 birthday!

FIRST TIME FOR EVERYTHING

My personal, all-time favorite golf memory was filling in for another good friend at the NACDS Annual – ANDA outing in Palm Beach. Anda, a division of Teva (what a great group), took over both of the PGA National courses for their outing. We were playing the Champion’s course with a shotgun start for both courses (they fire a cannon and everybody starts play at the same time). Our foursome was Paul Dutra, Chris Hall, my best friend Brian Moore, and me. We started on Hole 6 and, I’m sure no one will be surprised, there were adult refreshments on almost every tee. We were having a pretty raucous time as we approached our final hole – #5. It’s a short 135-yard Par 3 across a little pond. Amazingly – I “pured” an eight iron and after two hops it disappeared into the hole! It was my first Ace ever!



Ace at PGA National – P. Dutra, C. Hall, B. Moore, and me.

Now, as a foursome, we had all seen Aces on TV but none of us had ever witnessed one live and in person. And to have it happen on our 18th hole was incredible. We all went ballistic! We took a bunch of fairly inebriated pictures, hopped in our golf carts, and headed for the 19th Hole (read that as the bar).

TIME TO CELEBRATE

There’s a custom in Golfdom that if you shoot an Ace, in celebration after the round you buy drinks in the clubhouse. And of course – we all finished our rounds basically at the same time. As we were driving back to the clubhouse – Brian was yelling to every cart we passed “Shattuck had an Ace.” We

were about halfway to the clubhouse when Brian made his big mistake. In his glee for me – he called my wife Kim and told her. Now as mentioned previously – my wife comes from a very long line of golfers and instantly knew what a Hole-In-One meant. I think we were partying pretty hardily about 45 minutes later – when another long-time friend – Matt Pike – looked up and saw Kim speed walking into the bar. I’m quoting Matt Pike as he announced to the room, “There goes the party.” She put the Shepherd’s Crook on me and out the door we went – but not before I closed out the bill.



Harry (Chip) Kramer III and me at the 1990 US Open.

It wasn’t until the next day that I pulled that receipt out of my pocket. I was stunned. The bill came to almost \$2,400.00! Lots of Tito’s (Thank you Dion, Matt, and quite a few others) but then I was staggered to see two entries for Johnny Walker Blue. Each at \$150 a pop. I called my best buddy Brian to commiserate and groused to him about somebody taking advantage of me and buying two Johnny Blues for \$300.00! He laughed and said that was all me – he had given me both.

What are friends for?



Court at 2006 PGA Championship.



John M. Shattuck is Partner and Managing Director, PDQ Communications, Inc. He can be reached at 847-963-1495 (o), 847-867-9426 (c), or jshattuck@PDQCommunications.com.

SPORTS

FROM LITTLE LEAGUE TO THE HALL OF FAME (Not Canton or Cooperstown)

BY TOM TRACY

Growing up, sports was a big part of my life. From fifth grade to high school, I played baseball in the spring and summer, football in the fall, and basketball in the winter. When I got to high school, I concentrated on baseball and football. My senior year at Lower Merion High School outside of Philadelphia (yes – where Kobe Bryant went to high school), I was co-captain of the baseball team and an All-League wide receiver on the football team. After a year of college football and a few years of rugby, I got married, got a job in our great Pharma industry, and my wife and I had two sons.



Tom: Senior Wide Receiver – Lower Merion High School.

GETTING BACK IN THE GAME

As soon as the boys were old enough to play, I had the wonderful opportunity to coach both of them in little league and American Legion Baseball through high school.



Tracy boys baseball – Ian, JP, and me (left to right).

During this time, I also started playing baseball again in the MSBL (Men's Senior Baseball League). At 50 years old, all three Tracy boys (me, Ian – 10 years old, and JP – 14 years old) made their respective All-Star teams. I got to play a game in the Wilmington Blue Rocks minor league stadium. As a Father's Day gift to me, my boys let a friend take a few pictures of us in our uniforms.

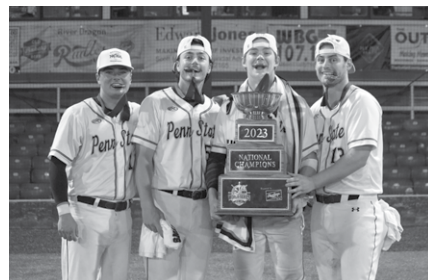
In the championship game that year, while playing centerfield, I dove for a ball, landed awkwardly, and blew up my shoulder...dislocated it, tore the labrum, and tore the rotator cuff. Since it was the last game of the year, after successful surgery, I was able to rehab and play again the next year. I retired at 52, but then unretired again to play one more year in the 55 and over MSBL. The nice thing about that year was I got to play in a father-son game with my then 15-year-old son Ian...very cool experience.



Tom with Lower Merion Football Hall of Fame plaque.

TRAVELING FAN

When Ian, my younger son (now a part of the Guideline Central sales team), went to college, I stopped coaching and became a baseball fan. Ian played for the Penn State Club Baseball Team. In addition to State College, I traveled to Florida, New York, South Carolina, and Illinois to watch his team play. In 2023, Ian's senior year, his PSU team won the National Championship, beating VA Tech, Florida State, and Wisconsin-Whitewater along the way.



Ian, far right, with a few of teammates after winning the championship in Illinois.

SPORTS STAYING POWER

Even though I wasn't playing anymore, 2023 also turned out to be a special sports year for me. In addition to seeing Ian's National Championship, I went out to Steamboat Springs, Colorado, to see my older son, JP, play in a rugby game for the first time...It's a lot tougher to watch your son get roughed up than it is to play. To cap off the year, that fall, I was inducted into the Lower Merion High School Football Hall of Fame. In addition to being honored at the halftime of a Lower Merion game that year and a banquet that night where Ian introduced me (very cool for me), my wonderful siblings gave me my own official bobblehead.



Although my sports participation is now limited to golf and racquetball, I am still a big fan of the Philadelphia sports teams...Phillies and Eagles. I also believe that my participation in sports has helped me in my career – working as part of a team to accomplish your goals, and coaching others to help them become their best selves. You don't get trophies at work for being a good sales team, but I guess that is what commissions are for.



Tom Tracy is Sales Director, Guideline Central. He can be reached at 484-802-0154 or ttracy@guidelinecentral.com.

Roots and Rituals

Sharing Our Lifelong Journey Collecting Baseball Cards

BY MARIO NACINOVICH AND ATHAN REPPAS

Baseball card collecting has always been more than just a pastime. It's a bridge to childhood, a way to chronicle history, and for those of us from The Bronx (Mario), a lasting thread to the storied legacy of the New York Yankees. For those growing up outside of Boston (Athan), collecting cards was a rite of passage, a daily ritual that brought home echoes of greatness and a love for our national pastime. Mario: My journey through the hobby is forever intertwined with the tragic loss of Thurman Munson, a player who, even decades later, embodies my deepest connection to the game and the collecting community. Athan: My journey starts across generations, in a family living room where cardboard and my earliest childhood memories met.

ATHAN'S BEGINNINGS

I was eight years old when my uncle first opened up his old collection. I was awestruck by the sheer number of cards, an entire world of baseball history packed into slim white boxes. "I was your age when I started collecting," he told me as I flipped through rows of treasures. Not long after, my dad unearthed his own collection and proudly revealed his Ernie Banks cards, each signed by the legend himself during a long-remembered visit to Dad's childhood school. Realizing those signatures connected my dad and uncle to the heroes of their youth, just as I was discovering my own, made me appreciate how much every card meant. Collecting isn't about cardboard but about stepping back into the time and place where you got that card, who you were with, and what was happening in the world. What began as curiosity quickly became a bond, linking my generation to theirs, united by a love for the game and tradition.

MEMORIALIZING MUNSON

Mario: The day Thurman Munson died in 1979 marked a turning point, both for my collecting and my life. Munson, captain and heart of the Yankees, was more than just a ballplayer. He was a working-class hero for kids like me. The sorrow of hearing about his plane crash, watching the memorials on grainy TV, and laying flowers outside Yankee Stadium brought the reality of loss into sharp focus. Suddenly, those small 2.5" by 3.5" cards became powerful rel-

ics – tangible links to a lost era and an idol. "The Captain" had left us far too soon.

Athan: Though I never knew Thurman Munson before hearing Mario's story, I soon realized how collecting represents so much more than the players or the cardboard itself. It's about preserving meaning, emotion, and memory across generations. Even for collectors like me, who never saw Munson play, you can sense his impact in the reverence others hold for him. That's the beauty of this hobby, it connects us across stories, emotions, and memories that echo long after the final inning.

THE MEANING

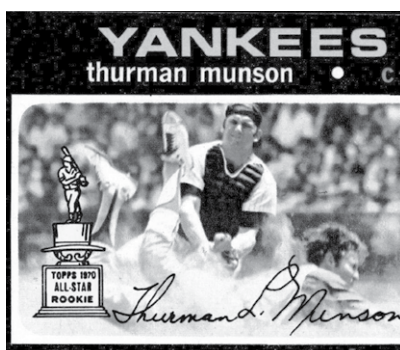
Mario: Every true collector has a card that means more than all the rest. It's not always the most sought-after or the most valuable, but it's the most treasured. For Munson, two cards embody his legacy: the 1970 Topps Rookie, shared with Dave McDonald, and his iconic 1971 Topps

All-Star Rookie, his first solo card. The dramatic horizontal image of Munson, glove outstretched in the dust, symbolizes his grit and leadership. The notorious black borders make high-grade copies rare, adding to its legend. I've carried my own 1971 Topps for over 50 years. Like the NYC subway token on my keyring, it reminds me of my roots. As life evolved, marriage, fatherhood, moves across the country, that card became a steadfast symbol of family and loyalty, never leaving my pocket or my heart.

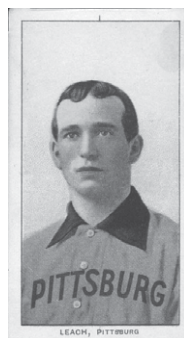
Athan: For me, that iconic card is the Tommy Leach (Portrait) from the 1909–1911 T206 White Border set. The T206 series is legendary – over a century old and celebrated as one of the most famous baseball card sets ever, highlighted by the ultra-rare Honus Wagner. Owning Leach's card connects me to that timeless baseball legacy.

MAGIC AND MEMORY

Mario: Technology has transformed how we collect, trade, and share, but not why we collect. I will continue to hunt for my favorite players and chase new cards, fueled by the same excitement and nostalgia as when I started at eight years old. Whether online or at



Highly coveted for its black borders and rookie cup, the 1971 Topps Thurman Munson remains a must-have for serious collectors.



T206 Piedmont
150 Tommy Leach
Portrait

(Continued on page 11)

SPORTS

Coaching Can Leave a Lasting Impact

BY KRIS PEARSON

Coaching youth sports is about so much more than just the game, the rules, the equipment, etc. It provides an opportunity to help younger people develop good habits and life skills. It helps build character, approaches to teamwork, responsibility, attitude, and effort.

I was approached recently by someone who I coached on a baseball team. He must have been about five or six years old when he was on my team. He's now about 10 years old and stopped me at a community event to say hi. He remembers me as his first baseball coach – and the person who took the time to teach him how to tie his shoes.

Even the little things matter.

You never know how your efforts will impact someone.



Kris with his son, Matthew, after a winning-season final game.



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Roots and Rituals *(Continued from page 10)*

a local show, the hobby's magic endures, where digital and traditional worlds coexist and keep each other vibrant.

Half a century after buying my first pack, collecting continues to anchor and connect many of us. It is a way to relive youth, link generations, mourn losses, and celebrate the enduring spirit of the game. Every Thurman Munson and Aaron Judge or Ted Williams or Roman Anthony card, every Yankees or Boston team set, every deal, whether struck in person or online, echoes with the hope that one more piece of childhood can be found, and that the legends of today will someday inspire collectors in generations yet to come.



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Executing Strategy

BY JEREMY VANNATTA

It was the summer between my Freshman and Sophomore years in college. I was invited to play on a semi-professional soccer team in my hometown of Oklahoma City. About four games into the season, we were 3-1 and playing Dallas, the team that had won the league every year it was in existence. Their standout talent player was a star in the pro indoor league at the time and had scored in every game (indoor and outdoor) of the season.



Vannatta soars for header.

About 10 minutes before kickoff, coach told me he was starting me. I hadn't started a game yet and was the youngest player on the team by a couple of years. He said, "Just cover him. Annoy him. Don't worry about making runs up the field. Stay in his face. Make sure he knows what you ate for lunch without telling him. Just do NOT let him score." I followed coach's orders, rarely even watching what was going on at the other end of the field. That player was so annoyed that I never gave him space – even when the ball was 50 yards away.

Probably, we scored a go-ahead goal with two minutes left in the game, my mark was held scoreless, and we beat a Dallas team that had been undefeated for three years. I played a role that evening – not a starring role, but the coach gave me very specific orders on how to execute his strategy, and it worked.



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SPORTS

My Love/Hate Relationship With Sports

BY JOHN LOUGHRAN

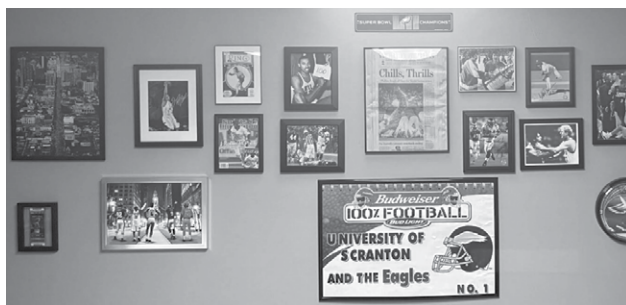
LOVE sports! And sometimes I HATE sports! Nancy Leonard (*Exchange* Publisher) emailed me about this issue literally the DAY the Phillies got eliminated from the 2025 postseason. That day, I HATED sports! The Eagles also lost that night. It was a bad day. BUT, they won the Super Bowl in 2025, which was AWESOME! I LOVE sports!

SPORTS RULE

Sports are a part of my daily life. I watch sports. Talk about sports. My kids play sports. My company (InterVid Media) is involved in Sports Marketing (which is so cool). I can't do a single episode of my AMM podcast without somehow incorporating sports. Sports make it socially acceptable for me to drink beer as often as I do. I'm drinking coffee from my 2008 Phillies World Series Champions Season Ticket Holder glass as I type this, wearing my Eagles 2x Super Bowl Champs shirt. If we've been on a Zoom call, you've seen my seventh-grade football jersey hanging on my wall, right above my high school baseball team picture. My great uncle was Tommy Loughran, Light Heavyweight Boxing Champion of the World (explains why I'm so tough). Maybe I'm a little TOO into sports!

THE COST OF SPORTS

Sports have hurt me, both emotionally and physically. I've cried over losses. I've broken my leg playing soccer, my thumb playing baseball, my hand WATCHING football (yes, I punched a wall after the Eagles lost one of their many NFC Championship games while I was in college...I've matured since then!). A herniated disk in my back suffered while playing flag football at 29 derailed my thriving beer-league softball career. But sports have also made me very happy. It only took 28 years, but I finally got to witness multiple Philadelphia championships!



Just one of the walls in my basement.

THE SPORTS CONNECTION

One of my favorite things about sports is how it brings people together. Not just at tailgates, or 2 million people at a Super Bowl parade, but even people on opposite sides.



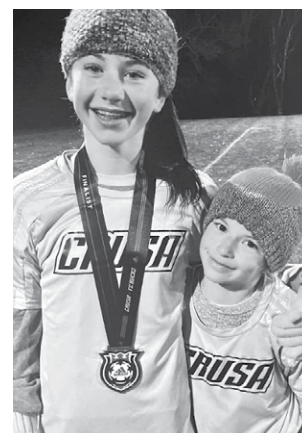
A stud in his prime.

For 20+ years now, I've worked with my enemies. Dirty New York Giants fans. But we have a mutual respect and understanding. We can talk crap to each other. Respect the good players on each other's teams (I actually kind of like Giants running back Cam Skattebo, and he was my sleeper pick in my fantasy football draft...editor's note...I wrote this before he destroyed his ankle). My late friend Gene Conselyea and I used to bond over Eagles/Giants, and go to different stadiums when we traveled. Now I talk crap on the Giants with my current InterVid colleagues (and our industry friend Hank Blaney).

Sports have helped bring my family closer together. My nephew is an insane sports fanatic. And my brother-in-law is a degenerate sports gambler. I started a family Fantasy Football league so my nephew had one to participate in, and he loves it. I won the championship year one, and bring that up at every family get-together! I also participate in a yearly football pick-em pool run by one of my good friends in the industry, and my brother-in-law participates as well.

My daughters are both good athletes. I like to say they get that from Dad's world-class genes. They both play competitive travel soccer. My weeknights consist of taking them to practice.

My weekends are filled with multiple games. Sometimes my wife and I have to divide and conquer because we can't be in two places at once. More often than not, though, it works out where their games are at different times so I can see them both play. My school friends all have kids who play sports, and we often text about it and talk crap. Their lives, like mine, revolve around their kids' sports. Sports have helped me make new friends...the other sports parents. One of my best friends now has two daughters that are the same



My soccer stars!

(Continued on page 13)

SPORTS

MEETING THE GREATEST

BY DEB STEVENS

Many years ago, when I was home from grad school on vacation, a childhood friend invited me to meet...**Muhammad Ali!** If I recall correctly (and this was about four decades ago, so I'm stretching my neurons here), Ali was staying at the Hyatt near Grand Central, and a friend of a friend was part of his road crew. Of course, I said, "YES!"



When we arrived, Ali was seated on a couch, quietly reading. He stood and performed a few card tricks – a hobby he clearly delighted in. Naturally, we were beyond enthusiastic about every trick, just thrilled to be in his presence.

At one point, after learning that I was a Ph.D. student – and perhaps in response to my overly awed expressions – Ali looked straight into my eyes, and with a wry smile said, "You been to school, you still a fool."

Words I've never forgotten.



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Love/Hate Relationship *(Continued from page 12)*

age as both of mine and they all play together and are besties. His name happens to be Mike Schmitt, not to be confused with Phillie Phanatic Hall of Fame Third Baseman Mike Schmidt. Coincidence?



The best seats in my house. Courtesy of Veterans Stadium.

I could seriously fill the entire issue here with my own personal stories. My little league glory days, high school failures, adult league semi-stardom. But I won't. In summation, sports ROCK! I know not everyone is into sports, but that's cool. Be passionate about whatever you like. I just happen to like sports. Maybe a little TOO much. Like why is there a framed picture of former Eagles safety Brian Dawkins on my desk? Am I weird? Nah...I just LOVE sports. And sometimes HATE them. Whatever. Go Birds!



John Loughran is Vice President, Business Development, InterVid Media. He can be reached at johnl@intervidmedia.com or 215-292-4112.

The World-Famous Cincinnati "Skyline Chili" Dip

BY MARCO ZUCCARELLO

For the rare few who don't know, my hometown of Cincinnati, Ohio, has the most chili restaurants per capita anywhere in the United States. Sorry, Texas, New Mexico, and anywhere that wishes to stake the claim as "the chili." That, respectfully, resides in Cincinnati, Ohio.



The crown jewel of Cincinnati chili is Skyline Chili. The wonderful balance of meat and spices served alone or as an addictive topping to spaghetti or hot dogs has any native-born of Cincinnati having withdrawals if they have been away from home for too long. However, there is a special way to use Skyline Chili – and that is to make Skyline Chili Dip. It's simple, straightforward, and a mainstay of any social gathering or game watch.

INGREDIENTS

- 2 8 oz. packages of your preferred cream cheese
- 2 cans of Skyline Chili (yes, please use Skyline Chili – but other canned chili will work as a distant second substitute)
- 1 8 oz. package of shredded cheddar (sharp or mild works)
- Your favorite tortilla chips (I recommend the scooped ones)

Casserole dish (I tend to use a 9"x13" rectangular)

DIRECTIONS

1. Preheat your oven to 350° Fahrenheit.
2. Spread cream cheese evenly on the base of the casserole dish with a spatula (you want it to be even).
3. Pour the cans of chili on top.
4. Sprinkle ALL (yes, all) of the shredded cheese evenly on top.
5. Bake until the edges bubble and the middle begins to brown (around 15-20 minutes).
6. Serve hot with chips.



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SPORTS

FOOTBALL FOREVER

BY GEOFF WATKINS

Football has been a part of my life for as long as I can remember. My father, Ken Watkins, a die-hard fan of the New York Giants who also held an interest in Notre Dame at the college level, got me into the game at a young age.

His guidance and more helped me make my way to the semi-frozen tundra's of my hometown of Wayne, New Jersey, as I would suit up at DePaul Catholic High School and St. Francis University (PA) for several years. I would also pick up his love of the Giants in the process.

The way I was brought up probably made me destined to take in the professional Sunday NFL action forever, no matter how ugly the Giants' record has gotten recently.

SHARED PASSION AND PLACES

Having picked up my father's forever-outgoing nature, I managed to pick up some lifelong friends in that process in Ty and Brian, whom I've been friends with since the first grade. Both also share my passion for the game and, in fact, suited up with me on the field. Our friendship had begun long before any form of pigskin was tossed between us. But we've kept it healthy for decades with our Sunday ritual – gathering to watch our beloved football teams and more to close out every weekend from September to February.

It's a tradition that began decades ago when we were just kids, originally working on a rotational basis, spreading the tradition through our houses in Wayne on a week-by-week basis. Those who hosted also provided the food, all the bells and whistles from the 1 p.m. entrees to the 4 p.m. desserts. Variety was, and has been, the name of the game in that regard. One week, for example, we're partaking in the latest offering from a local deli or pizzeria, the next could feature the reliable fare of Taco Bell.

PERSONAL SPORTS BAR

A permanent homefield advantage, however, was established by Ty in fairly recent years. His basement, fresh off an incredible renovation, has been transformed into North Jersey's most exclusive sports bar. It's become a reliable hub where any game on the Sunday docket – from the NFL and beyond – is a mere request away. Even if you're looking for action beyond the gridiron (Brian, for example, takes a liking to whatever hockey action is available), it's usually no

further than a couple of clicks of Ty's many remotes. More screens placed over a collection of cocktail ingredients can only further accommodate your requests, so there's never anything to complain about.



Cocktails and Football.

Sunday's main event, more often than not, featuring my Giants, Ty's New York Jets, or Brian's Miami Dolphins, gets the big screen treatment. Screens on either side featuring a game elsewhere are often tailored to our fantasy football needs. The food remains a rotational duty (Ty understandably exempt from it, though) and, thanks to Ty's literal sports bar setup, you can wash it down with a signature cocktail.

It feels like our teams have been engaged in eternal rebuilds over the years, but we pulled off our own roster moves a while ago, introducing new recurring characters to the bunch. My nephew Geoff – initiated by bringing in bakery goods (mostly delicious crumb cakes) from the Packanack Bakery in Wayne, NJ, during his high school days – has brought his knowledge and love of the Dallas Cowboys to the group. Brian's son John is also a mainstay during his breaks from his time with the Wayne Valley High School Football team. Ty's children



The Sunday 1 p.m. slate of games.

have likewise been recurring characters, each bringing their own sense of humor and insight to the literal bar. With all of them and sometimes even more in tow, it truly feels like this tradition shows no signs of slowing down

There are few guarantees on NFL Sundays. But I'll always be proud to have established one with my lifelong friends.



Geoff Watkins is Director – Business Development, Guideline Central. He can be reached at g Watkins@guidelinecentral.com or 973-768-8645.

SPORTS

THE THRILL OF VICTORY AND...

BY JEFF FORSTER

Some of us are old enough to remember “the thrill of victory and the agony of defeat,” the catchphrase that introduced ABC TV’s *Wide World of Sports* way back in 1970. Each of us has probably experienced a bit of both in our lifetime. For my memorable moment, we take you to a high school track in Lancaster, Pennsylvania, in the mid-1960s.

OLYMPIC EXCITEMENT

The setting: the local Junior Olympics, a perfect opportunity for wannabes to strut their stuff, make their mark, and gain some modest bragging rights. With that objective in mind, Tom and Mike and Big Daddy and I put together a team for the 4 x 100 relay.

To properly capture the majestic drama of the moment, we positioned a friend of ours (T-bone, as I recall) along the first curve to snap a photo of the epic baton pass from the lead runner (Big Daddy) to the second guy (me).

The starter’s gun goes off. A few seconds later, six runners in their lanes come thundering around the bend.

Well, they are mostly in their lanes. Legs churn, elbows fly, shoulders bump. The fast-approaching pack looks like the first turn at the Kentucky Derby. As I reach back to grab the baton from BD, more legs churn, more elbows fly, more shoulders bump. Suddenly, I am flailing my arms and tumbling to the cinders.

CLICK, GOES THE CAMERA

As I watch the field of runners disappear around the next turn, I see BD several yards ahead of me, walking. The baton is still in his hand.

I flash back to ABC’s unforgettable footage of the agony of defeat, the ski jumper stumbling and tumbling off the end of the chute, awkwardly flipping and landing ignominiously in a snow pile. His name was Vinko Bogataj and he was from Yugoslavia.

Battered but not beaten, down but not out, bending but not breaking, I get up, grab the baton from BD, and take off in hot pursuit.

Damn it, we will probably finish last but at least we’ll finish. And we do. I hand off to Tom who hands off to

Mike, who comes across the finish line with a dignified flourish.

We don’t win a medal but we have – what can I say – an experience. Miraculously, none of the guys blame me for the debacle. That’s what friends are for.

Fast-forward many years later, to a gathering at Christmas with my brother and sisters and their families. With an impish smile, my mom hands me one last gift. A lightweight package, beautifully wrapped.

A PICTURE SAYS A THOUSAND WORDS

Half the fun of opening presents is ripping off the giftwrap and finding

what’s under the tissue paper. And there it is, an 8” x 10” black-and-white glossy of The Stumble and the Tumble, mounted on lime-green construction paper with her handwritten caption, “My Favorite Track Star!”

POSTSCRIPTS

PS. The confidently striding young man at left in the photo, sailing smoothly past me as I take the fall, is Stanford Ford, a high school classmate. He is also the nephew of Barney Ewell, Lancaster’s very own stellar Olympian, who took home gold in the 1948 London Games in – you guessed it – the 4 x 100 relay. I’ve seen Stanford at some of our high school reunions. A class act on and off the playing fields, he went on to earn a master’s in organizational leadership and a Ph.D. in higher education administration.

PPS: Vinko Bogataj is alive and well at age 77 – and so, thankfully, am I. He retired from competition, became a ski instructor, and coached a Slovenian ski jumper to a world championship in 1991.

Ah, the thrill of victory!



Kaboom!



Jeff Forster is a semi-retired editorial consultant for Haymarket Media. He lives with his wife Cynthia in New Jersey and has been taken down only once on dog walks by his faithful companion Olga, a 10-year-old hound mix who barks and lunges at motorcycles. Jeff can be reached at forsterhouse@optonline.net.

who was a huge fan. It was such a positive experience and we all walked away feeling like it was a special moment.



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A Magic Moment

BY ELIZABETH MILIC

Several years ago, while working at a New York City hotel in the spa/gym, I met Magic Johnson. He made time for one of the guys on the cleaning staff





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