

FOR IMMEDIATE RELEASE:

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**Remedy Health Media and NYC Health Business Leaders Announce Winners of Second Annual Boldest Digital Health Influencers Awards**

[October 12, 2017, New York, NY] Remedy Health Media (Remedy) and New York City Health Business Leaders (NYCHBL) announced today the winners of the 2017 Boldest Digital Health Influencers Awards. The awards are held each year to recognize the contributions of top personalities influencing the digital health field across three categories: *Patient Advocate*, *Agency Guru* and *Brand Marketer*.

Here are this year's award winners in each category:

*Patient Advocate*: **Emmanuel Fombu**, MD, Medical Affairs, Novartis; **Mary Shomon**, Founder of thyroid-info.com and Contributing Editor

*Agency Guru*: **Andrea Palmer**, SVP, Publicis Health Media

*Agency Guru Rising Star*: **Kate Flanagan**, Director, Digital Planning & Activation, Carat

*Brand Marketer*: **Glenn Roginski**, Director, Media & Connections, Johnson & Johnson

"The digital health media world is a terrifically supportive community," said NYCHBL Co-Founder and President Bunny Ellerin, "Partnering with Remedy for the second year in a row allows us to continue to recognize individuals and companies making a real difference through their influence."

Mike Cunnion, Remedy's CEO, added, "The Boldest Digital Health Influencers Awards are a chance to celebrate those who have dedicated their lives to bettering the lives of others. All of our winners, as well as all of our nominees, are inspirational individuals who are committed to inspiring patients and caregivers alike to live healthier lives."

Winners will receive a featured announcement, including photo and bio, on Remedy's sites as well as in the NYCHBL newsletters which are sent to influencers in the health industry. The winners were announced and received their awards at Remedy Health Media's NewFront and Awards Event on October 11<sup>th</sup> at the Helen Mills Event Space in New York City.

Patient Advocate Winners



**Emmanuel Fombu, MD, Medical Affairs, Novartis**

An entrepreneur and innovative healthcare executive, Dr. Fombu has a vast experience in medical and clinical affairs in pharmaceutical, device, imaging and laboratory diagnostic industries as well as quality experience in healthcare delivery. He is an advocate for value-based healthcare and a leader in designing clinical trials using innovative study designs to evaluate complementary health approaches and their integration into real world healthcare. He is passionate about ehealth, nanotechnology, big data, artificial intelligence, machine learning, digital medicine and is an external advisory board member at the Massachusetts Institute of Technology's MIT.nano project.

**Mary Shomon, Founder of thyroid-info.com and Contributing Editor**



Mary is known around the world as one of the key thyroid and health activists. Diagnosed with Hashimoto's hypothyroidism in 1995, Mary transformed her struggles, pregnancy, and firsthand understanding of hypothyroidism into an advocative and educational mission that now makes her a leading voice in thyroid health. A New York Times Best-selling author, Mary has maintained patient-oriented websites on thyroid disease, co-starred in the PBS "Healthy Hormones" television series, and has been featured in hundreds of television, radio, newspaper, magazine and web interviews. Mary is a key thyroid voice in social media, via her Facebook Thyroid Support page, and her ThyroidMary feed on Twitter.

Agency Guru Winner



**Andrea Palmer, SVP, Publicis Health Media**

Andrea heads Publicis Health Media's Chicago office, overseeing client service teams on several of the agency's marquee media accounts, managing cross-functional agency strategy and activation teams to deliver best-in-class integrated media and content solutions for some of the largest healthcare brands and organizations in the U.S.

Before joining Publicis, Andrea served as the global lead for media activation and planning and buying services for Digitas Health.

She has held positions in both traditional and digital media in verticals such as telecom, retail, ecommerce, travel/tourism, and political marketing in D.C. before shifting focus to healthcare for the past 10 years.

Agency Guru Rising Star Winner



**Kate Flanagan, Director, Digital Planning & Activation, Carat**

Kate is currently a Director on the Digital team at Carat managing the Pfizer business. She has been working on Pfizer and learning the intricacies of pharmaceutical marketing since she began her career in media nearly seven years ago. Recently, her area of focus has been partnering with Pfizer to advance DTC advertising in the social space.

Brand Marketer Winner



**Glenn Roginski, Director, Media & Connections, Johnson & Johnson**

Glenn is the Director of Media & Connections, Pharmaceuticals/MD&D within the Total Brand Experience team at Johnson & Johnson. In this role, Glenn has led U.S. consumer and healthcare professional media strategy and investment for the Janssen pharmaceutical companies. Additionally, he has consulted with brand leaders to innovate within social media, video and mobile, and has served as an internal SME on matters of data tagging and integration, digital analytics, and programmatic media and addressable creative.

Prior to joining J&J, Glenn has held roles at Pfizer, GSK and media agencies OMD and Mediacom, where he managed campaigns for leading Rx, OTC and MD&D brands.

Please visit the 2017 Boldest Digital Health Influencers Awards Winner page at:

<https://www.research.net/r/WinnersBoldestDigitalHealthInfluencers2017>



*#BoldinHealth*

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**About Remedy Health Media**

Remedy Health Media (Remedy), is a leading digital health platform that provides content, tools and real stories in an emotionally engaging way to inspire millions of patients and caregivers live healthier and more fulfilled lives. Remedy is improving consumer health engagement and outcomes through the development of authentic communities of health information seekers who can interact and learn from a relatable physician, pharmacist, public health and patient experts. Remedy currently helps over 200 million health consumers annually through various digital, mobile and point of care information products and technologies. To learn more about Remedy, please visit [www.RemedyHealthMedia.com](http://www.RemedyHealthMedia.com).

**About New York City Health Business Leaders**

NYC Health Business Leaders is a professional community of 3,000 senior executives who are leading, innovating and driving healthcare forward. We have created a healthcare ecosystem in New York that spans sectors, bringing together the best minds to discuss important issues and spur innovation. We believe that by connecting the right people—leaders, professionals, entrepreneurs and physicians—we can ignite the right conversations that advance all sides of health. For more information visit [www.nychbl.com](http://www.nychbl.com).