



## **Frontline Medical Communications Partners with Aptus Health to Provide Marketers the Most Diverse Affinity Network for Engaging Healthcare Professionals**

*High-value, highly respected set of digital and print channels expands the reach and relevance of multichannel marketing campaigns for life sciences companies*

**Parsippany, NJ** – September 7, 2017 – **Frontline Medical Communications**, a leading provider of 38 medical specialty publications, and **Aptus Health**, a leader in multichannel engagement solutions, have formed a strategic partnership to offer life sciences companies access to the most diverse network of engaged healthcare professionals (HCPs).

The Frontline and Aptus Health digital and print channels are among the most respected resources physicians and other HCPs refer to regularly for clinical information to support their practices. As such, the Companies' complementary digital content reaches over 1 million physicians, NPs, and PAs in the U.S., with approximately 600,000 clinicians who regularly engage within the Frontline and Aptus digital communities.

The Companies will share data and analytics that support intelligent promotional campaigns. Understanding the unique information preferences and trends of healthcare audiences, across even more channels, allows Aptus to design and deploy integrated digital and print advertising programs that deliver superior engagement metrics and drive results for clients. As life sciences companies evolve their commercial models and respond to HCP preferences, Frontline and Aptus will continue to adapt their relevant therapeutic information, and enhance their ability to deliver effective, multichannel solutions shaped for each client situation.

"We have built enduring relationships with healthcare professionals for over two decades, offering them high-quality medical information and educational products they rely on," says Doug Grose, President of Digital and CFO for Frontline. "The partnership with Aptus strengthens our overall understanding, reach, and impact we accomplish with our audiences and simultaneously offers life science companies a compelling environment for their rapidly evolving customer engagement needs."

As part of its suite of engagement solutions for clinicians and consumers, Aptus Health's Affinity Network offers a community of validated HCPs through which life sciences companies can build connections, provide important product and medical information, and support clinical decisions. Aptus' proprietary network includes Univadis®, the world's largest provider of curated, clinically essential news relied on by healthcare professionals, and QuantiaMD®, a best-in-class digital platform for peer-to-peer education.

"With Frontline, Aptus expands the diverse Affinity Network we've created for healthcare professionals to offer life science companies a truly better alternative for ongoing engagement with audiences they care about deeply," says Richard J. Morello, President of US Life Sciences for Aptus. "Physicians, nurse practitioners, and other clinicians seek out information from different types of channels to support their therapeutic decisions, and we are committed to providing them with resources that meet their full range of needs."

## About **Frontline Medical Communications**

Frontline Medical Communications Inc. is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1<sup>st</sup> in combined web and print engagements. With **MDedge™**, our state-of-the-art integrated web portal, and audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs. We reach 1.3 million+ physicians, NPs, PAs, HCPs, and key healthcare decision makers through 38 media brands serving 25 distinct markets. Print reach surpasses 850,000 and extends digitally, giving providers immediate content access through interactive Websites, newsletters, mobile apps, digital editions, and social media platforms. FMC delivers award-winning indexed, clinical reviews, practice and policy information, and medical news daily from on-site reporting at major medical meetings; many in collaboration with notable societies, medical associations, and opinion leaders. FMC produces live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)). Visit [frontlinemedcom.com](http://frontlinemedcom.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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