

Introducing **MDedge™**

A new state-of-the-art web resource for busy HCPs

Parsippany – October 25, 2016 – Frontline Medical Communications (FMC), a leader of digital, print, and live events, is pleased to announce the launch of **MDedge™**, a fully integrated web portal of personalized medical news, clinical content, and interactive learning from the trusted equity of our 33 specialty-specific websites and publications.



Managed by a leading group of consultants, advisors, content affiliates, and opinion leaders, **MDedge™** is *the* resource for healthcare professionals, featuring time-saving, behaviorally-based personalization, superior user functionality, and a host of engaging, educational content.

“With the launch of **MDedge™**, all FMC media brand websites offer a streamlined, powerful and seamless user experience and the very latest state-of-the-art functionality — faster load times, enhanced search, and superior navigation,” commented Doug Grose, EVP, Digital Business Development/CFO.



Alan Imhoff, CEO, stated “Behaviorally-based content personalization provides visitors with key information, easily searchable across the integrated portal or within their favorite branded site.”

New and existing content features include drug and treatment information, interactive self-assessment quizzes, clinical guideline updates, practice and policy information, clinical and practice pearls by disease-state, expert KOL analyses, and CME offerings. Users will experience the same fluid access on all their devices.

As a true publishing leader, FMC offers advertisers superior reach, new sponsorship opportunities and built-in flexibility to optimize use of their own assets. Extensive marketing options, ranging from general awareness and contextual tactics to content development and optional HCP level targeting, are designed to meet our clients’ goals and objectives. To learn more about this exciting launch, please contact your FMC sales representative, Mike Guire, VP, Sales at 973-290-8224 or mguire@frontlinemedcom.com , or Lee Schweizer 973-206-8982, lschweizer@frontlinemedcom.com.

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 1st in combined web and print engagements. With the launch of **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 1.2 million+ physicians, NPs, PAs, and other HCPs through more than 30 media brands serving 22 distinct markets. Print reach surpasses 800,000 and extends digitally with newsletters, interactive Web sites, mobile apps and digital editions. FMC delivers medical news daily from on-site reporting at major medical meetings and in collaboration with notable societies and

medical associations. FMC produces live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com). Visit us at frontlinemedcom.com. [Follow us](#) on Twitter | [Like us](#) on Facebook.

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