

## **IDPractitioner.com Coming Soon**

~ **Presenting the Latest Medical News and Clinical Viewpoints in Infectious Diseases** ~

**Parsippany, NJ** – October 19, 2015 – Frontline Medical Communications (FMC) is pleased to announce the launch of **IDPractitioner™**, a new website launching by December 2015.

**IDPractitioner™** will be *the* new digital resource that provides indispensable information relevant to infectious disease practitioners. As leaders with over 50 years of experience in medical news and commentary for specialty physicians, FMC will provide thorough coverage of important clinical research with insightful commentaries that put advances into perspective.

“The new regulatory pathways for antibiotics, approvals of hepatitis therapies, vaccines, multiple drug-combination ID treatments, increasing seasonal flu outbreaks and hospital-based or acquired infections, have resulted in a robust pipeline,” noted Alan Imhoff, CEO of Frontline, upon announcing the launch of **IDPractitioner™**. Editor-in-Chief, FMC Medical News, Mary Jo Dales commented, “**IDPractitioner™** will keep clinicians informed on the latest findings of these new or potential treatments through expert analysis and virtual medical roundtables, going beyond onsite meeting reports. Focus areas will include antimicrobial resistance, global infectious diseases, hepatitis, HIV, hospital-acquired infections, immunizations, and influenza, and will also address practice management and health care policy issues impacting this area of medicine.” With **IDPractitioner™**, FMC endeavors to provide useful, relevant, and interactive learning opportunities of high interest to practicing infectious disease clinicians.

In addition, an exciting new social media technology from watzan, named zen, will personalize the user experience enabling clinicians to discover relevant content quickly and easily and customize content they receive. FMC and watzan recently formed a partnership to utilize this proprietary technology on **IDPractitioner™** beginning in January 2016.

Advertisers interested in digital opportunities, custom programs, and exclusive sponsorships, should contact **Devin Gregorie**, National Account Manager, at 516-381-8613 or [dgregorie@frontlinemedcom.com](mailto:dgregorie@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 multimedia engagement, meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs with 33 brands serving 20 distinct market segments. Reach in print surpasses 700,000 and extends digitally with 125 eNewsletters, 35 active Web sites and multiple mobile apps. The Company delivers medical news daily generated from on-site reporting at major medical meetings and produces 18 live events through affiliation with Global Academy for Medical Education, LLC, ([globalacademycme.com](http://globalacademycme.com)). Visit us at [www.frontlinemedcom.com](http://www.frontlinemedcom.com). **Follow us** on Twitter | **Like us** on Facebook.

### **Contacts:**

**Alan Imhoff**, CEO, 973.290.8216, [aimhoff@frontlinemedcom.com](mailto:aimhoff@frontlinemedcom.com)

**Mary Jo Dales**, EIC, Medical News, 240.221.2470, [mdales@frontlinemedcom.com](mailto:mdales@frontlinemedcom.com)

Frontline Medical Communications (FMC)  
7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Main: 973.206.3434 | Fax: 973.206.9378  
[www.frontlinemedcom.com](http://www.frontlinemedcom.com) | [www.frontlinemed.com](http://www.frontlinemed.com)  
Email (general): [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com)

Medical News Offices  
5635 Fishers Lane, Suite 6100  
Rockville, MD 20852