

## ***Peter Frishauf Joins FMC Board of Directors***

**Parsippany, NJ** – January 26, 2017 – **Frontline Medical Communications (FMC)**, a leader in digital, print and live events for health care professionals, is pleased to announce that Peter Frishauf is joining the Board of Directors, effective immediately.

Peter is a digital health consultant, entrepreneur, business leader, and pioneer, and is best known as the founder of Medscape. He is widely regarded as an innovator, whose enthusiasm motivates and inspires others. His career began in medical publishing as founder, CEO, and Director of SCP Communications, where he used technology to create an “electronic newsroom,” produce medical meetings, and become an accredited CME provider-leading to the launch of Medscape. He was Director of MedPage Today and advised Everyday Health in its acquisition of the company in 2010. Peter was an active member of the Healthcare Marketing and Communications Council, and served as its President. In 2013, Peter was inducted into the Medical Advertising Hall of Fame.



Currently, Peter works with several digital medical communications companies serving physicians and patients. He is Chairman of Crossix Solutions, Inc., a health care analytics firm that has grown substantially since its inception in 2004, and is Director at Context Matters, Inc., a health economics data and technology company. He is an advisor to Enhanced Medical Decisions, a company whose platform extracts and analyzes clinical data in electronic health records, generating deep insights into patient health. He is an editorial board member of the open access, peer-reviewed *Journal of Participatory Medicine* and a co-host of the Patient Power health issues radio show.

Working to improve life in New York City, Peter was founding director of NYC Health Business Leaders, whose mission is to showcase and spur innovation among health-related entities. By providing opportunities to share ideas and forge relationships, the organization brings together leaders of medical and life sciences companies, world-class hospitals/health networks, health IT, social and medical media companies, helping to reinforce NYC as a thriving center of health care activity and encouraging more health care businesses to settle in the city.

He works with numerous other NYC-based organizations as well, including VisionHero, Inc., which he co-founded to help eliminate serious injury and death due to traffic incidents among teens. And as Director of StreetsPAC, Peter is part of an advocacy group dedicated to improving the safety, mobility and livability of NYC’s streets, by expanding traffic-calming infrastructure; better enforcement of traffic laws; and improving transit access. Peter also works to develop programs about NYC’s water system and ecology including walking tours that educate residents and school kids about the city’s water resources.

### **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 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](http://frontlinemedcom.com). Follow us on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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