

## Announcing the launch of *The Journal of Community and Supportive Oncology*<sup>®</sup>

Bringing together the best of two important journals to serve the needs of readers even better.

Parsippany, NJ – October 2, 2013 – IMNG Medical Media, a division of **Frontline Medical Communications**, is pleased to announce the launch of *The Journal of Community and Supportive Oncology*<sup>®</sup> and the relaunch of *The Oncology Report*<sup>®</sup> in 2014.

Cancer treatment has changed dramatically and many pipeline therapies involve genomic research and immunotherapy. With over 13 million patients living with cancer, treatments and care will continue to be altered. To effectively serve the needs of our readers with research and reviews for the practicing oncologist, *Community Oncology*<sup>®</sup> and *The Journal of Supportive Oncology*<sup>®</sup> are merging to become *The Journal of Community and Supportive Oncology*<sup>®</sup> (JCSO), a monthly publication launching January 2014. The *Oncology Report*<sup>®</sup> will also expand frequency to 10 issues beginning with the January 2014 issue.



Upon announcing the launch, Alan Imhoff, President and CEO of IMNG Medical Media noted, “with the changes in patient care and the innovations surrounding treatment and diagnoses, JCSO will bring together the best of our existing journals into one, independent, peer-reviewed, and indexed publication reaching the full audience of physicians involved in oncology; hematology; radiation, gynecologic, and surgical oncology; as well as nurse practitioners, physician assistants, and other clinicians and administrators allied to the field.” He continued, “together with *The Oncology Report*<sup>®</sup>, and a fully redesigned website, [oncologypractice.com](http://oncologypractice.com), launching later this year, we will serve the informational needs of all clinicians involved throughout the continuum of care with timely and relevant content and provide our clients with a much broader array of print, digital and on demand opportunities to reach these providers with their message.”

JCSO will publish original research on practice-based trials and studies that provide insights in clinical and supportive treatments; offer in-depth reviews and critical assessments with a focus on cutting-edge therapies; How We Do It offers expert insights on the nuances of patient management and best practices. Through Community Translations, tumor specialists will describe how newly approved drugs should fit into clinical practice, highlighting what’s important and how they treat patients. Case reports discuss clinical decision making in the diagnosis and treatment of patients with unusual or complicated presentations. In addition, the journal will introduce in-depth articles that examine the treatment of tumors and conditions that have rapidly expanding therapeutic options, including lung, breast, prostate, and colorectal cancers along with chronic lymphocytic leukemia and prevention of thromboembolic events. Policy and practice management issues and timely, relevant opinion pieces that impact community-based clinical and supportive practice will round out the editorial offerings that readers can look forward to in print, online, via email and on demand in the Frontline app, MedStat!

Bonus distribution at key meetings will provide extended reach and additional exposures for our clients. In addition, advertisers can benefit from incentive programs offering further discounts and deeper reach through print and digital formats.

According to the latest American Association for Cancer Research Cancer Progress Report 2013, published September 17, 2013, “Although extraordinary advances in cancer research have deepened our understanding of how cancer develops, grows, and threatens the lives of millions, it is projected that 580,350 Americans will die from one of the more than 200 types of cancer in 2013... cancer is predicted to soon become the number one disease-related killer of Americans.”

#### About **Frontline Medical Communications**

Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing communications encompassing 29 print publications, in 20 distinct market segments, circulating to 700,000 healthcare professionals (HCPs); reach to 1.0 million+ physicians and HCPs through our proprietary e-database; 125 eNewsletters, 35 active Web sites and multiple mobile apps surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting from more than 300 medical meetings.

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