



Internal Medicine News. Family Practice News.  
 Dermatology News. Pediatric News.  
 Clinical Endocrinology News. Clinical Psychiatry News.

***Frontline Medical Communications Promotes Bennicasa, Cioci, Sears***  
 ~ *Recognizing their Sales Leadership and Outstanding Client Service* ~

**Parsippany, NJ** – January 26, 2016 – Frontline Medical Communications (FMC), a leader in digital, print, and live events for healthcare professionals, announced the promotions of Gina Bennicasa, Sally Cioci, and Tracey Sears, recognizing their outstanding service in providing omnichannel advertising and education programs to clients.

Effective immediately, Phil Soufleris, VP, Sales has named Gina Bennicasa, Associate Publisher of **FAMILY PRACTICE NEWS®** (FPN) and **INTERNAL MEDICINE NEWS®** (IMN); Sally Cioci as Publisher of **DERMATOLOGY NEWS®** and **PEDIATRIC NEWS®**; and Tracey Sears as Publisher of **CLINICAL ENDOCRINOLOGY NEWS®** and **CLINICAL PSYCHIATRY NEWS®**. In announcing their promotions, Phil praised them individually for their contributions and commented, “Our pharmaceutical, medical device and agency clients are fortunate to have these sales leaders to develop advertising and sponsorship opportunities and meet their marketing communications’ needs.” He continued, “And, equally important, our Frontline sales team benefits from the extensive experience Gina, Sally and Tracey have and can look to as effective role models.”



Gina joined FMC in June 2013 as National Account Manager for the leading primary care combination known as the **PowerBuy™** (FPN and IMN) and **OB. GYN. NEWS®**. Since then she has effortlessly become an integral asset to the sales team and provided much needed coverage for other FMC brands. Her hard work and attentiveness is highly valued by her equally important large and small clients alike. Reach out to Gina by phone at 973-290-8221 or email her at [gbennicasa@frontlinemedcom.com](mailto:gbennicasa@frontlinemedcom.com).

Sally has consistently demonstrated a thorough command of the dermatology and pediatric markets in her previous role as National Account Manager. Cioci championed and successfully transitioned the name change of **DERMATOLOGY NEWS®** from **SKIN & ALLERGY NEWS** in 2015, building upon the 10<sup>th</sup> anniversary with the dermatology newspaper business since joining the former publisher, IMNG, in 2006. Also, in collaboration with Global Academy for Medical Education, the CME/CE Company affiliated with FMC, Sylvia Reitman, MBA, Vice President, Medical Education & Conferences / Skin Disease Education Foundation (SDEF) announced the promotion of Sally to Associate Director, SDEF Conference Sponsorships. SDEF sponsorships include product theatres, advisory boards, and mobile applications, among others, at Global Academy for Medical Education’s dermatology conferences. To contact Sally, call her directly at 973-290-8215 or via email at [scioci@frontlinemedcom.com](mailto:scioci@frontlinemedcom.com).



Reitman also announced the promotion of Devin Gregorie, to Associate Director, Conference Sponsorships & Exhibits to supports client needs through sponsorships for gastroenterology, rheumatology, oncology and neurology/psychiatry conferences. Reach Devin by email at [dgregorie@frontlinemedcom.com](mailto:dgregorie@frontlinemedcom.com) or call 516-381-8613. Contact Sylvia at [s.reitman@globalacademycme.com](mailto:s.reitman@globalacademycme.com) or 973-290-8214.



Tracey Sears joined Frontline in August 2015 and had an immediate impact on both client service and the print and digital sales of **CLINICAL ENDOCRINOLOGY NEWS®** and **CLINICAL PSYCHIATRY NEWS®**. Her broad industry experience has proven to be a significant asset to the sales team as prior to joining FMC, Tracey was a SVP, Managing Director Ogilvy CommonHealth Medical Media. In addition,

Tracey is equally well versed in supporting her clients, given her nearly 10 year stint with the American Medical Association representing their flagship newspaper American Medical News. Tracey can be reached by phone at 973-290-8212 and by email at [tsears@frontlinemedcom.com](mailto:tsears@frontlinemedcom.com)

For details on the advertising and sponsorship opportunities offered by **FAMILY PRACTICE NEWS®**, **INTERNAL MEDICINE NEWS®**, **DERMATOLOGY NEWS®**, **PEDIATRIC NEWS®**, **CLINICAL ENDOCRINOLOGY NEWS®**, **CLINICAL PSYCHIATRY NEWS®** and all of Frontline's brands, visit our Media Toolbox <http://www.frontlinemedcom.com/media-toolbox/>. This is the gateway to access media kits, the Brands of Frontline, specification sheets, and other planning tools. The site features numerous videos, articles, and whitepapers, with highlights of our association partnerships. Use various options to review our extensive portfolio of brands by specialty, type of advertising platform, or custom solution.

#### 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 790,000 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.

#### **Frontline Medical Communications (FMC)**

7 Century Drive, Suite 302  
Parsippany, NJ 07054-4609  
Tel: 973-206-3434 | Fax: 973-206-9378  
[www.frontlinemedcom.com](http://www.frontlinemedcom.com) | [www.frontlinerates.com](http://www.frontlinerates.com)  
General E-mail: [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com)

#### **Contact:**

**Phil Soufleris, VP, Sales**  
973.290.8224 (office) | 732-539-4294 (mobile)  
[psoufleris@frontlinemedcom.com](mailto:psoufleris@frontlinemedcom.com)