



Frontline Medical Communications and watzon Form Partnership to Deliver Cutting Edge Content to Health Care Professionals

~ Launching with IDPractitioner™ ~

Parsippany, NJ and New York, NY – October 29, 2015 – Frontline Medical Communications (FMC), a leader in digital, print, and live events for healthcare professionals, and watzon, the company that makes all media social, have developed a partnership to enhance user’s experiences and provide health care professionals (HCPs) with content that matters most.

FMC will use watzon to personalize the user experience, beginning in 2016, for our soon to launch website, *IDPractitioner™*. watzon’s proprietary technology will curate the site for each visitor and present it so each clinician discovers relevant content—quickly and easily. This new partnership with watzon will enable FMC to deliver its cutting edge content to audiences in ways that are more personal and individually relevant in all channels.



Alan Imhoff, CEO of Frontline, enthusiastic to launch a new web site serving infectious disease physicians, commented, “recent approvals and therapies in development are driving growth in this market and we are excited to provide our expert content through a dynamic platform that will better inform physicians, in more personal ways, keeping them updated throughout their busy, professional schedules.”

Charles Benaiah, watzon CEO, added, “We have won awards for making live conferences a social platform. We are excited to now extend socially enabled media to websites. I am especially pleased that Frontline will be our first publishing partner. Together, FMC and watzon will allow health care practitioners to experience great content their way.” He continued, “Frontline and zen received positive feedback when this new platform was previewed during the recent ICAAC/ICC and IDSA meetings.”

About watzon

People use social media to know what’s on. watzon makes your media social so that people know you. We curate and organize content on your sites, app and other media for each visitor based on his or her likes and trends in his or her online community. We map a unique heat story for each person, and we remap those stories as interests, trends and content change. We keep your story personal and fresh. So each person you’re connected to knows what’s on. Visit us at: www.watzon.com. Follow us on Twitter [@watzonHEALTH](https://twitter.com/watzonHEALTH).

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). Visit us at www.frontlinemedcom.com. [Follow us](#) on Twitter | [Like us](#) on Facebook.

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