

## ***Frontline Medical Communications Names Dr. Kalaycio Editor-in-Chief of HematologyNews.com***

***~ A Website Offering Fresh Perspectives on News, Insights and Peer Collaboration ~***

Parsippany, NJ – June 3, 2015 – Frontline Medical Communications (FMC) is pleased to announce that Matt Kalaycio, MD, FACP, Chairman, Department of Hematologic Oncology and Blood Disorders, Cleveland Clinic Taussig Cancer Institute, has been named Editor-in-Chief of **HEMATOLOGY NEWS**, a new website launching later this month.

Dr. Kalaycio holds a joint appointment in Cleveland Clinic's Transplant Center and is a Professor in the Cleveland Clinic Lerner College of Medicine of Case Western Reserve University.

Upon accepting the position, Dr. Kalaycio said, “As for my vision, **HEMATOLOGY NEWS** will strive to be more than just another aggregator of important papers, opinion pieces, and meeting reports. Our goal is to provide hematologists with indispensable information relevant to their practice in a format open to diverse and not often heard voices.”

“**HEMATOLOGY NEWS** is a new endeavor being undertaken by the publishers of **INTERNAL MEDICINE NEWS**, who have nearly 50 years of experience in medical news and commentary for specialty physicians,” noted Mary Jo Dales, Editorial Director, FMC Medical News. She continued, “With a staff of experienced medical journalists, the website goes beyond the important papers, opinion pieces, and meeting reports to address more controversies and include unique features, videos, blogs, and podcasts. **HEMATOLOGY NEWS** also addresses the impact of trends in practice management and health care policy.”

A robust pipeline of potential therapies is generating considerable news and research results. Many of these products will likely treat multiple diseases, including hematological. **HEMATOLOGY NEWS** will be reporting on key findings, presented at meetings such as the Internal Symposium on Myelodysplastic Syndrome, the American Society of Hematology meeting on Hematologic Malignancies, ASCO, the European Hematology Association, the International Conference on Malignant Lymphoma, the Internal Society on Thrombosis and Haemostasis, and Cooley's Anemia Symposium. Features of the site will include expert analysis and virtual medical roundtables focusing on Aggressive Lymphomas, ALL, AML, Anemia, Bleeding Disorders, Cellular Therapy, CLL, CML, Indolent Lymphoma, Mantle Cell Lymphoma, Multiple Myeloma, Myelodysplastic syndrome, T cell lymphomas, and Thrombosis. Information on Transfusion medicine and Translational research will be covered.

Dr. Kalaycio has comprised a powerhouse editorial advisory board. More than a dozen experts and leaders in their respective fields include physicians from teaching hospitals and cancer centers, and several renowned researchers from esteemed universities, including the NIH, round out the board.

Board-certified in hematology and medical oncology, Dr. Kalaycio's clinical interests are in leukemia and stem cell transplantation. Dr. Kalaycio has been published in numerous scientific publications, is the editor of a book on leukemia and co-editor of a book on clinical malignant hematology. His research interests focus on testing new treatments for leukemia. Dr. Kalaycio received his degree from West Virginia University School of Medicine in Morgantown, completed his residency in internal medicine at Mercy Hospital of Pittsburgh and fellowships in



hematology and medical oncology and bone marrow transplantation at Cleveland Clinic. He has been in practice for more than 20 years.

For information on digital advertising opportunities, custom programs, and exclusive sponsorships, contact **Devin Gregorie**, National Account Manager, at 516.381.8613 (mobile), or [dgregorie@frontlinemedcom.com](mailto:dgregorie@frontlinemedcom.com) or **Greg Byam**, VP, Business Development, at 973.294.0998 or [gbyam@frontlinemedcom.com](mailto:gbyam@frontlinemedcom.com).

#### **About HEMATOLOGY NEWS<sup>®</sup>**

**HEMATOLOGY NEWS**, [hematologynews.com](http://hematologynews.com), is the new digital destination that provides indispensable information relevant to practice in a format open to diverse and not-often-heard voices. Through coverage of important clinical research at medical meetings and published in journals, and commentaries that put advances into perspective, **HEMATOLOGY NEWS** strives to be useful, relevant, and of high interest to the practicing hematologist.

#### **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.

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