

## *Frontline Medical Communications Promotes Dianne Reynolds*

*~ Sales Leadership Supports Client Initiatives in Women's Health Market ~*

**Parsippany, NJ** – June 30, 2015 – Frontline Medical Communications (FMC), a leader in digital, print, and live events for healthcare professionals, announced the promotion of Dianne Reynolds to Group Publisher, Women's Health, **OBG MANAGEMENT**® and **Ob.Gyn. News**®.

In her new role, Dianne Reynolds assumes responsibility for revenue and management of **Ob.Gyn. News**®, and works with Nikki Vargas to drive development and sales of multi-platform advertising and educational programs on behalf of our pharmaceutical, medical device, and agency clients.

Reynolds' success as Publisher of **OBG MANAGEMENT**® is evidenced by long held, leading positions in market share and readership. She is valued by her clients for the service she provides on their behalf, and works with her Editorial team to develop credible, respected, up-to-date content for readers, in print and online.



"We are making this move to capitalize on the experience that Dianne brings to the table. Her market knowledge will allow us to better position the Market Duo in women's health – **OBG MANAGEMENT**® and **Ob.Gyn. News**® – and the joint oversight will allow faster responses to the dynamic women's health marketplace," commented Phil Soufleris, VP, Sales. He noted that brand-affiliated editorial and production personnel retain independence but greater collaboration will ensure physicians have access to the most comprehensive mix of relevant content to meet their ongoing professional information needs. Nikki Vargas reports to Dianne Reynolds and Reynolds reports to Phil Soufleris.

Dianne Reynolds may be reached by phone at 973-206-8014 or email at dreynolds@frontlinemedcom.com.

### **About **OBG MANAGEMENT**®**

**OBG MANAGEMENT**® is a proven, long-time leader in delivering expert, relevant, evidence-based, and award-winning clinical content, as well as timely practice management information, that women's healthcare specialists need to care for the next woman who walks into their practice. **OBG MANAGEMENT**® is led by a select Editorial Board, elite professionals representing all areas of obstetrics and gynecology, and Editor in Chief Robert L. Barbieri, MD, Kate Macy Ladd Professor of Obstetrics, Gynecology and Reproductive Biology, at Harvard Medical School in Boston. Through its award-winning website, [www.OBGManagement.com](http://www.OBGManagement.com), articles appearing in **OBG MANAGEMENT**® are interactively reinforced with surgical technique and expert commentary videos and audio interviews with leading authorities in their fields. A consistent leader in delivering readership and exposures over its 27-year history, **OBG MANAGEMENT**® ranks #1 in APEX and average page exposures, outperforming all other journals in the specialty.\* Further, readers tell Kantar Media that **OBG MANAGEMENT**® is a publication they like spending time with. \*June 2015 Medical/Surgical Readership Study.

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### **About **Ob.Gyn. News**®**

Since 1966, **Ob.Gyn. News**® has been the leading independent newspaper for the obstetrician/gynecologist. Readers rely on **Ob.Gyn. News**® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. **Ob.Gyn. News**® is published monthly and circulates to more than

42,000 obstetricians/gynecologists and related subspecialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. **Ob.Gyn. News® Digital Network**, which can be found at [www.obgynnews.com](http://www.obgynnews.com), is the online destination and multimedia property of **Ob.Gyn. News®**. This site provides news and views that matter to physicians in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can join the conversation through commentary, blogs, Facebook, and Twitter. **Ob.Gyn. News® Digital Network** is the best way for the obstetrician/ gynecologist to stay current, save time, and gain perspective.

#### 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.

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