



Frontline Medical Communications and Cleveland Clinic Collaborate to Support Physician Education

July 14, 2015, Parsippany, NJ – Frontline Medical Communications (FMC), one of the industry's largest medical communications companies, and Cleveland Clinic, a nonprofit multispecialty academic medical center that integrates clinical and hospital care with research and education, are expanding their advertising relationship to include the Cleveland Clinic Center for Continuing Education and collaborating to bring Web-based education to a larger audience of healthcare providers.

The center provides education for physicians and other healthcare providers (HCPs) to improve the quality and outcomes of patient care. For more than 20 years, its online medical resource, the Cleveland Clinic Disease Management Project (DMP), www.ccfme.org/CCDMP, has engaged practitioners with evidence-based treatment guidelines and the most up-to-date, comprehensive expert information needed to conduct a busy clinical practice. Together, FMC and the Center for Continuing Education will drive utilization of this dynamic educational resource while offering new digital advertising opportunities to clients.

Fully searchable, with thousands of downloadable images, summary boxes and algorithms, the DMP is a free resource, projected to attract more than 12 million page views in 2015. Display advertisements are available within each of the 15 DMP physician specialty sections and other non-CME (continuing medical education) portions of the center's website.

"The expanded partnership brings this exceptional, online medical resource, written by renowned experts in patient care, to a significantly larger audience," said FMC's Chairman, Stephen Stoneburn. "We are humbled to be working with such a highly-regarded group." Doug Grose, representing FMC ownership and spearheading its digital strategy, commented, "FMC brings expertise in serving and measuring digital advertising on behalf of pharmaceutical and medical device company sponsors, advanced user authentication, and unparalleled reach to the DMP, supporting the common mission of educating HCPs and the overarching goal of improving patient care."

FMC, a market leader in advertising share with its more than 30 brands in 20 markets and provider of comprehensive medical content, will provide the administrative, sales and promotional resources needed to elevate awareness and service the DMP. FMC offers superior value across an increasing set of user-engaged resources, delivering HCPs the utmost in digital accessibility.

Opportunities for advertising exclusivity by specialty for the DMP are available by contacting your FMC sales representative, Josh Prizer at jprizer@frontlinemedcom.com or 973-290-8257 (office) or 631-245-1235 (mobile). For custom projects, contact Greg Byam, VP, Business Development at gbyam@frontlinemedcom.com or 973-290-8251 (office) or 973-294-0998 (mobile).

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). Visit us at frontlinemedcom.com.

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