

## **Frontline Medical Communications and Cleveland Clinic Journal of Medicine® Unveil the New CCJM.org Website**

### **Offering Dynamic, Interactive Content to Primary Care Physicians**

Parsippany, NJ – January 29, 2015 – Frontline Medical Communications (FMC) and **Cleveland Clinic Journal of Medicine®** (CCJM) are pleased to introduce the new face of **www.ccjm.org**, the website of CCJM, as part of their exclusive advertising relationship between FMC's **The Journal of Family Practice®** (JFP) and CCJM.

CCJM's mission to provide readers with free access to credible, relevant, readable information and the opportunity to earn free CME credit is supported through this innovative, dynamic website. Interactive digital publishing enables **www.CCJM.org** to offer a broader landscape of medical information, including access to FMC's MD-IQ™, a popular interactive, weekly self-test. Optimizing the educational experience, visitors can access **ClinicalEdge™**, a new digital offering from FMC, providing summaries of must-read clinical literature, guidelines, and FDA actions each week.



Ensuring site visitors a comprehensive, up-to-date resource, readers are offered brief reports and timely commentaries from scientific meetings, as well as the latest medical news from **Internal Medicine News®** Digital Network. The breadth and depth of educational and clinical information is searchable by topic. CME articles, online tests, and supplements are easily accessible. The ability to read, download, and print articles remains available, and users can share articles via Facebook and Twitter. This mobile-accessible site remains open and free of charge upon secure registration. Regular e-mails with links to clinical content will alert physicians to relevant updates.

Innovative, multimedia advertising and sponsorship opportunities abound. Reach promises to approach the 100,000+ physicians delivered via print, offering nearly unparalleled engagements. For availability and details, contact Josh Prizer at 631-245-1235 (mobile), 973-290-8257 (office) or by email at [jprizer@frontlinemedcom.com](mailto:jprizer@frontlinemedcom.com).

FMC has long led the market with its advertising vehicle **PowerBuy™**, composed of **Family Practice News®** and **Internal Medicine News®**. JFP and CCJM now form **PowerBuy2™**, creating another market-leading offering. Together, **PowerBuy™** + **PowerBuy2™** equals **Super PowerBuy™**, providing even greater impact. Adding FMC's nurse-practitioner and physician-assistant focused **Clinician Reviews®** to these combinations, these brands deliver powerful reach, comprehensive medical content, and superior value across the broader set of primary care healthcare professionals. For details and 2015 media kits visit [www.frontlinemed.com](http://www.frontlinemed.com).

#### **About Cleveland Clinic Journal of Medicine®**

CCJM is a peer-reviewed medical journal circulated monthly to more than 100,000 physicians—internists (including hospitalists), cardiologists, endocrinologists, and diabetologists in office and hospital practice. CCJM's editorial content focuses on peer-reviewed, practical clinical information that is immediately applicable to day-to-day practice. Physicians and scientists from Cleveland Clinic and other institutions share their knowledge, integrating clinical relevance with evidence-based analysis. The Journal's contents are indexed in MEDLINE. Continuing medical education (CME) credit is offered free of charge in each issue for select articles. The journal's website, [www.ccjm.org](http://www.ccjm.org), is free and open-access.

## **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 produces 16 live events and delivers medical new daily generated from on-site reporting at major medical meetings. Visit us at [www.frontlinemedcom.com](http://www.frontlinemedcom.com). [Follow us](#) on Twitter | [Like us on](#) Facebook.

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