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Frontline Medical Communications and NORD Develop Partnership

Addressing the Compelling Need for Professional Medical Education in Diagnosing and Treating Rare Diseases

Parsippany, NJ – July 14, 2014 – Frontline Medical Communications and The National Organization for Rare Disorders (NORD) have signed a strategic partnership agreement to collaborate and develop innovative educational programs for healthcare providers (HCPs).

Harnessing the expertise of each organization, FMC and NORD will develop custom initiatives to meet the urgent, unmet need for HCP education on rare diseases, which was underscored in a recent study conducted by Frontline Medical Communications among 1,600 clinicians in 15 specialties.

Upon signing the agreement, President and CEO of NORD, Peter L. Saltonstall said, “This partnership builds on NORD’s 31 years of leadership in improving the lives of the 30 million Americans – two thirds of them children – who suffer from nearly 7,000 rare disorders and on FMC’s deep reach into the HCP community.” He continued, “For many, the time to diagnosis averages five to 10 years and a key stumbling block is the lack of awareness and understanding among healthcare providers. Through this collaboration, FMC and NORD will offer a broad range of interactive resources that shorten the time to diagnosis and promote optimal treatment and management strategies for all people with rare diseases.”

Specifically, FMC and NORD seek to improve awareness, understanding and recognition of rare diseases among HCPs to accelerate diagnosis and promote optimal care for patients; update HCPs on new treatment options and clinical care standards; and facilitate the sharing of information among HCPs and rare disease medical experts. The partnership will include disease-specific expertise and information provided by NORD’s more than 200 member organizations and their medical advisers.

Elizabeth Katz, Publisher of *Neurology Reviews*[®] who proposed the collaboration, noted “Innovative multichannel educational programs, developed by both organizations and funded by commercial sponsors, will be distributed to over 1.2 million HCPs using FMC’s portfolio of 30 well respected journal brands, corresponding web sites, eNewsletters and live events. Founding sponsors will benefit from innovative awareness and engagement programs using multiple platforms to reach their target HCP audience.”

Results from the recent FMC research study, “The Challenges of Diagnosing and Treating Patients with Rare Diseases – Perspectives from Healthcare Professionals,” are available as an infographic upon request. To obtain the detailed report or to discuss sponsorship opportunities please contact Elizabeth Katz at 973-224-7951 or ekatz@frontlinemedcom.com.

About Frontline Medical Communications

Frontline Medical Communications Inc. is the healthcare industry's largest medical communications company, a leader in digital, print and live events. The Company leads in HCP level targeting and multimedia engagement to meet the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and HCPs with our 30 print publications, in 20 distinct market segments, circulating to 700,000 HCPs in print; 125 eNewsletters, 35 active Web sites and multiple mobile apps surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting at major medical meetings.

About The National Organization for Rare Disorders

The National Organization for Rare Disorders (NORD) is the leading nonprofit organization representing the 30 million Americans who have rare diseases and those seeking to improve their lives. Since 1983, NORD has served as the voice of the rare disease patient community, providing advocacy for fair and enlightened public policies; education for patients, their families, medical professionals and the public; and leadership/representation for rare disease patient organizations. NORD supports medical research to promote the development of safe, effective diagnostics and treatments, and it provides a broad array of Patient Assistance Programs to assure patient access to treatments.

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