

~ Recently launched ~

Federal Practitioner[®] Introduces Mobile App, Microsite and Special Issues to Meet the Needs of Readers

Parsippany, NJ – July 29, 2013 – *Federal Practitioner*[®], a brand of Frontline Medical Communications, has recently launched several new initiatives including an App, a Microsite, and several Special Issues.



Federal Practitioner[®], celebrating 30 years of excellence in helping to serve the healthcare professionals in the military wherever they serve us, recently launched on demand access to their daily content through an easily accessible mobile application. Available exclusively to subscribers, contents from all issues published to date in 2013 is available from their computer or hand-held device. The application's online library includes access to health care practitioner's favorite resources including the 2013 Directory of VA and DoD Health Care Facilities and special issues. The app is available for iPhone, iPad, Android and Kindle devices.

Offering high-quality medical care requires that clinicians remain up-to-date on important developments in research and practice recommendations. *Federal Practitioner*[®] has established a series of special issues around key therapeutic areas based on informational needs of their readers. The initial issue focused on *Clinical Advances in HIV Management: Managing Patients in the Federal Health Care System*. This was followed by *Advances in Hematology and Oncology*, second in a series on this important topic for clinicians and their military veteran patients; a third, similarly focused issue will be published in August. Another key issue of significant importance covered violence and sexual trauma. Entitled *Veterans, Trauma, and the Science of Safety: Perspectives from the Field*, this supplement was sponsored by the Veterans Health Administration and will be used in their congressional report. Debuting this fall, the final special issue of 2013 will focus on diabetes, a highly prevalent condition which not only affects military veterans but active members of the military and their dependent family members.



Sponsored by the Association of VA Hematology/Oncology, a new online resource is now part of www.fedprac.com and provides ongoing updates for hematologists and oncologists working in the VA. This microsite features highlights from the 2012 AVAHO Annual Meeting including the program and schedule, abstracts, and video highlights of poster presentations. Also available are *Federal Practitioner*'s 2011 and 2012 special issues, *Clinical Advances in Oncology*. Similar updates will be posted after the 2013 Fall meeting.

About *Federal Practitioner*

Founded in 1984, *Federal Practitioner*[®] is a monthly, peer-reviewed clinical journal serving more than 35,100 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service.

The journal publishes case reports, clinical review articles, original research, editorials, the Advances in Geriatrics, Practitioner Forum, and Updates in Specialty Care columns, as well as in-depth profiles of new programs and procedures within the federal healthcare system. *Federal Practitioner*® aims to meet the unique needs of those practicing within the federal healthcare community by keeping readers apprised of practice guidelines pertinent to treating the nation's armed forces and veterans and by recognizing the distinct healthcare perspective these readers possess. In addition, the *Federal Practitioner*® Web site (www.fedprac.com) is a robust resource that features monthly audiocasts, a blog community, the digital directory of VA and DoD Health Care Facilities, special digital issues, and web-exclusive content, all with a federal health care perspective. The brand audited reach stands at 50,525.

About **Frontline Medical Communications**

Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing services encompassing 29 print publications, in 20 distinct market segments, circulating to 700,000 healthcare professionals (HCPs); reach to 1.0 million+ physicians and HCPs through our proprietary e-database; 125 eNewsletters and 35 active Web sites surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting from more than 300 medical meetings.

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