



## ***Frontline—1<sup>st</sup> and Only Medical Publisher to Complete Database Audit of 810,000 HCPs***

**Parsippany, NJ** – June 22, 2016 – Frontline Medical Communications (FMC), a leader in digital, print and live events, recently completed an audit of its database, the only medical publisher to have an audit of this type.

BPA Worldwide, an independent, third-party, using widely accepted auditing procedures, conducted an examination and verification of the Frontline Healthcare Practitioner database. Results of the audit validated Frontline’s demographic reach to 809,435 healthcare professionals (HCPs) by name, title, specialty, and geographic location. The initial audit covered physicians, nurse practitioners, and physician assistants in the U.S. as of June 2015. Follow-up audits will continue annually.

FMC sees this auditing investment as a good business practice, as savvy marketers understand the value of audited media. The database audit complements the 26 brand audit reports of our publications/websites/newsletters, assuring media planners, buyers, and custom content marketers FMC is a credible partner for targeting their HCP audiences using our advertising and educational platforms.

“We constantly work to support our client’s objectives and strive to develop the right solutions to convey their messaging. Equally important is ensuring deliverability of their messages to the right audience at the right time,” stated Donna Sickles, VP, Audience Development, upon receiving the [BPA audit statement](#).

Doug Grose, EVP, commented, “Frontline seeks to reinforce our client’s investments in verified audience as we prepare for our midsummer launch of MDedge, an unparalleled portal comprised of FMC’s active HCP focused websites spanning 22 markets. This overarching, integrated design will bring HCPs personalized content by request or behavior.” Each branded website will retain its brand identity but expertly designed Web resources will provide HCPs with quick and easy access to all FMC dynamic content. Frontline’s state-of-the-art functionality will foster an optimal user experience, expertly serving many readers who frequently consume FMC content via their digital device.

### **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 is ranked 1<sup>st</sup> in combined web+print engagements and #2 in web reach, meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs through more than 30 brands serving 22 distinct market segments. Print reach surpasses 790,000 and extends digitally with 125 eNewsletters, 40 active Web sites, mobile apps and digital editions. FMC delivers medical news daily from on-site reporting at major medical meetings and in collaboration with notable societies and medical associations. FMC produces 18 live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)). Visit us at [frontlinemedcom.com](http://frontlinemedcom.com). [Follow us](#) on Twitter | [Like us](#) on Facebook.

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