

## *Frontline Medical News Named Distribution Partner for Mission Critical Health*

**Parsippany, NJ** – June 16, 2014 – Frontline Medical Communications (FMC) is pleased to announce Mission Critical Health has named Frontline Medical News as a distribution partner.

Mission Critical Health signed the agreement with Frontline Medical Communications, the healthcare industry's largest medical communications company, last month. Upon signing the agreement, David Holden, Senior Producer commented "Mission Critical Health has been producing educational healthcare content since 2004 and from the first day of production we have held onto our belief that we can make a difference in healthcare by educating healthcare professionals about new best practices and important research discoveries." He continued, "We focus on the healthcare professional because they have the authority and capability to make changes within the systems to improve patient care. This new relationship with Frontline will provide Mission Critical Health with an audience of hundreds of thousands of targeted healthcare professionals which supports our mission. We are excited about this relationship and look forward to working with Frontline, one of the most respected brands in healthcare."

### **About Frontline Medical News**

Frontline Medical News ([www.frontlinemedicalnews.com](http://www.frontlinemedicalnews.com)), with its concise, practical and professional medical news, is unsurpassed at providing content tailored for pharmaceutical and medical equipment and device companies, health care professionals, hospitals and health networks, insurance companies and patients. Formerly IMNG Medical Newswire, best known for its medical specialty newspapers published for over 45 years, and news publications for medical associations since 2004, IMNG Medical Newswire originally launched in 2006. Look to Frontline Medical News for developments in clinical medicine, FDA actions, and breaking news from medical conferences and journals. Reach over 500,000 physicians in the U.S., the news service also appears in over 30 countries.

### **About Mission Critical Health**

Mission Critical Health is a dynamic healthcare media company providing award winning health and medical video content to point of care TV platforms inside health care facilities, online and on TV channels nationwide. Mission Critical Health's programming goals are to empower healthcare professionals with short burst content delivering new peer reviewed science addressing important patient care issues. Patients are also targeted with empowering health & wellness information. Mission Critical Health owns the copyrights and licenses for all Mission Critical Health branded content.

### **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 engaged reach to meet the marketing challenges of our pharma and device customers through its user validating and tracking digital platform, trusted authoritative brands and deep content offerings by therapeutic category. We reach 1.2 million+ physicians and HCPs with 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 from major medical meetings.

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