



Lee Schweizer Named Manager of Digital Business Development

Parsippany, NJ – February 21, 2013 – Quadrant HealthCom (QHI) and IMNG Medical Media (IMNG), divisions of **Frontline Medical Communications** is pleased to announce Lee Schweizer has been named Manager of Digital Business Development.

Lee has most recently worked on the QHI side selling both digital and print programs in the primary care, women's health, and central nervous system markets on behalf of numerous brands. Prior to that Lee was responsible for managing the placement of digital ads, across all markets, as digital advertising manager in the New Media department. Given this experience, Lee is well versed in digital advertising and possesses a keen understanding of both the sales and development sides of the business.



As Manager of Digital Business Development, Lee will be working with the sales team on digital sales and development for all IMNG products, and working with the management team on developing and implementing the digital strategy going forward. Lee will be stepping into this position immediately with the departure of John Maillard, who has taken another position outside the Company.

In naming Lee to the position, IMNG President and CEO, Alan Imhoff, commented, "Lee is uniquely qualified to fill this position given his solid background in the digital space. He will be a valuable resource in support of the IMNG sales teams and in expanding our key offerings as we develop solutions to meet the needs of our clients and the needs of our readers."

Lee Schweizer can be reached at 973-206-8982 (office) or lschweizer@frontlinemedcom.com (email).

From 1 to 1 million, Frontline Medical Communications provides primary care and specialty reach clients can leverage while earning advertising efficiencies through our 2013 discount programs including: corporate wide earned frequencies based on combined pages; MarketDUOs and numerous QHI and IMNG combination buys; continuity discounts; new business/launch programs; corporate discounts based on spending across both companies; and the Rewards Plus program. Clients can leverage these incentives across markets to gain duplicated and unduplicated reach with added efficiencies.

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About **Frontline Medical Communications**

Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing services encompassing 29 publications, in 17 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; 14 live events; and a daily newswire services providing the latest medical news is generated from on-site reporting from more than 300 medical meetings.

Frontline Medical Communications
7 Century Drive, Suite 302 | Parsippany, NJ 07054-4609
Tel: 973-206-3434 | Fax: 973-206-9378
www.frontlinemedcom.com

Contact:
Alan Imhoff, President/CEO, IMNG
973-290-8216 (direct)
aimhoff@frontlinemedcom.com