

## Introducing ClinicalEdge™ An Exciting New Primary Care Digital Publication

**Parsippany, NJ** – January 27, 2015 – Frontline Medical Communications (FMC) is pleased to introduce **ClinicalEdge™**, a digital publication from the publisher of *Federal Practitioner®*, *The Journal of Family Practice®*, *Internal Medicine News®*, *Family Practice News®*, and *Clinician Reviews®*. The feature also appears in the *Cleveland Clinic Journal of Medicine®* (CCJM) as part of the exclusive advertising collaboration with JFP.



**ClinicalEdge™** is an exciting “must-read” resource designed to inform physicians, nurse practitioners (NPs) and physician assistants (PAs) on the most up-to-date information by summarizing important articles and studies from the clinical literature, clinical guidelines, and newly approved medications and devices. Each week the **ClinicalEdge™** team and Editor-in-Chief Neil Skolnik, MD, carefully select the most important developments and provide brief but comprehensive overviews relevant to the specialty; KOL commentaries put the information into perspective. Features include “easy advance” scrolling navigation and summaries archived by date and disease state. Links to related articles, MD-IQ™ quizzes, and other high-interest content provide HCPs with additional information on the subject.

**ClinicalEdge™** debuted in the primary care market to serve the largest group of HCPs. FMC expects this “short-form” clinical update to become a trusted, reliable source of new medical information for the busy HCP. The company will be rolling out this feature in the specialty markets it serves including oncology, cardiology, dermatology, endocrinology, obstetrics/gynecology, psychiatry, rheumatology, and many more.

Digital advertising opportunities, including an optional print companion, are available. For details and pricing contact your FMC account representative directly at 973-206-3434 or via our general email address: [sales@frontlinemedcom.com](mailto:sales@frontlinemedcom.com).

### 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 multimedia engagement meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs with 33 brands serving 20 distinct market segments. Reach in print surpasses 700,000 and extends digitally with 125 eNewsletters, 35 active Web sites and multiple mobile apps. The Company produces 16 live events and delivers medical news daily generated from on-site reporting at major medical meetings. Visit us at [www.frontlinemedcom.com](http://www.frontlinemedcom.com). [Follow us](#) on Twitter | [Like us](#) on Facebook.

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