

## Frontline Medical Communications introduces **Dermatology News**<sup>TM</sup> Formerly *Skin & Allergy News*<sup>®</sup>

**Parsippany, NJ** – October 2, 2014 – Frontline Medical Communications announced this week that effective January 1, 2015, *Skin & Allergy News*<sup>®</sup> will change its name to **Dermatology News**<sup>TM</sup>.

The name change reflects a shift from reporting on allergies and asthma to the comprehensive practice of dermatology as a specialty. This will result in a news tabloid with a larger footprint and expanded multimedia coverage that will include medical, aesthetic, practice management, and medicolegal topics of interest geared toward the needs of today's dermatologists.

According to **Dermatology News**<sup>TM</sup> Editor Heidi Splete, **Dermatology News**<sup>TM</sup> will retain its editorial excellence and increase coverage of a range of topics including medical and aesthetic dermatology, laser treatments, and photoaging, as well as breaking news on skin cancer and other skin diseases. "The name **Dermatology News**<sup>TM</sup> provides us with the right umbrella to accomplish these goals and provide our readers with a revitalized news source that covers all aspects of a dermatologist's practice. In addition, our updated website will become an even more user-friendly and timely resource for breaking news and for practical tips and advice for patient care and practice management."

**Dr. Adam Friedman, director of dermatologic research at Albert Einstein College of Medicine in New York and a member of the **Dermatology News**<sup>TM</sup> editorial advisory board**, commented "The new name underscores the breadth of the subject matter to be covered, and ultimately to improve our ability to help our patients more efficiently and effectively. From cutting-edge topics, to bench-to-bedside developments, to new aesthetic techniques, **Dermatology News**<sup>TM</sup> will provide the latest and greatest on all fronts through a plethora of multimedia vehicles." He concludes, "Don't just expect the same great reporting/editorial excellence – look forward to even better."

Contact Heidi Splete for additional information about the publication ([hsplete@frontlinemedcom.com](mailto:hsplete@frontlinemedcom.com)). For advertisers, contact Sally Cioci ([scioci@frontlinemedcom.com](mailto:scioci@frontlinemedcom.com)) to ascertain 2015 print and digital ad rates and sponsorship opportunities.

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### About Frontline Medical Communications

Frontline Medical Communications Inc. is one of the health care industry's largest medical communications company, a leader in digital, print, and live events. The Company leads in HCP level targeting and multimedia engagement, meeting the marketing challenges of pharma and device customers through its user validating and tracking digital platform, trusted authoritative brands, and deep content offerings by therapeutic category. FMC reaches 1.2 million physicians and HCPs with 30 print publications, in 20 distinct market segments, circulating to 700,000 HCPs in print; 125 e-newsletters; 40 active websites and multiple mobile apps surrounding 33 brands delivering content daily; 16 live events; and daily newswire services providing the latest medical news generated from on-site reporting at major medical meetings.



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