

# Introducing MedStat!™

## The Ultimate HCP-Centric App

**Parsippany, NJ** – September 11, 2014 – Frontline Medical Communications (FMC) is proud to announce the launch of MedStat!™ — a go-to app for Physicians and other Healthcare Professionals to easily access award-winning print and interactive multimedia medical content from FMC publications and their affiliated websites.

Content is organized and searchable by specialty – covering 16 markets – with extensive coverage of over 50 therapeutic categories. Physicians and clinicians alike can easily customize this highly interactive app to suit their professional needs, providing valuable content at their fingertips daily – all in one place.

**Doug Grose, EVP, Digital Business Development/CFO**, commented “Our two major goals were to provide a communication channel to HCPs who prefer to access content via a personalized App experience and to offer advertisers a total solution to fully engage their HCP audience via all devices and channels.” **Neil Skolnick, MD**, a physician who helped in the design of the app said “MedStat! has the best and deepest content hands down – and is why a clinician would keep coming back.”



Featured content includes up to date medical news | clinical reviews | MD-IQ™ and Clinician IQ™ quizzes/clinical challenges | practice economics | KOL/thought-leader views | a multimedia library | live event listings | MedJobNetwork.com (careers) | and Click-for-Credit™ opportunities.



MedStat!’s award-winning print and interactive news and clinical content come from the following trusted sources: *Cardiology News*®, *Clinician Reviews*®, *Current Psychiatry*®, *Clinical Psychiatry News*®, *Neurology Reviews*®, *Clinical Neurology News*®, *Family Practice News*®, *The Journal of Family Practice*®, *Internal Medicine News*®, *OBG Management*®, *Ob.Gyn. News*®, *Clinical Endocrinology News*®, *Pediatric News*®, *The Journal of Community and Supportive Oncology*®, *The Oncology Report*®, *OncologyPractice.com*, *Cutis*®, *Skin and Allergy News*®, *Cosmetic Dermatology*®, *Emergency Medicine*®, *Chest*

*Physician*®, *Rheumatology News*®, *The American Journal of Orthopedics*®, *Current Pain Perspectives*®, and *PTMG.com*, with more to come.

Advertisers enjoy specialty exclusivity and multiple ad units in tablet and smartphone sizes. Additional exposure opportunities are available via email. Contact your FMC account representative, *Josh Norton*, or *Lee Schweizer* by phone or email for details and availability. **Pilot pricing is available until the end of October.** Joshua can be reached at 973-206-2351 or [jnorton@frontlinemed.com](mailto:jnorton@frontlinemed.com); Lee can be reached at 973-206-8982 or [lschweizer@frontlinemed.com](mailto:lschweizer@frontlinemed.com).

### 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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