

*Ob.Gyn. News® Celebrates 50 Years – A Publishing Milestone*

**Parsippany, NJ** – January 19, 2015 – **OB.GYN. NEWS®** (OBGN), a monthly publication of Frontline Medical Communications serving the women’s health market, celebrates 50 years in publishing in 2016.

Advertisers and readers start the year in style, with the redesigned January 2016 issue featuring a fresh look, expanded infographics and larger images. Throughout the year, **OB.GYN. NEWS®** will publish a series of articles on the specialty’s history, challenges, and future, given how things have changed – and remain the same – since 1966.

The January issue includes a snapshot of the field in 1966 as Mary Ellen Schneider, Managing Editor takes “A Look Back at 1966.” In his essay on the evolution of the specialty and the physician-patient relationship, Dr. Ronald J. Pion, a fellow of ACOG and a clinical professor at the UCLA School of Medicine, with a 50-year history in practice comments, “One of the most exciting, and essential, changes that I have seen since I began my career is the voice of the woman in ob.gyn. care.” He continues, “It makes sense that our specialty has changed, because we are the only specialty dedicated to women, and the last 50 years have brought about intense societal change for women.”



In addition to award-winning news coverage that continues to make **OB.GYN. NEWS®** the leading news source for the specialty, subsequent issues and exclusive online ([www.obgynnews.com](http://www.obgynnews.com)) videos, audio, and photo essays celebrating its 50<sup>th</sup> anniversary will look at changes in gynecology surgery; feature a roundtable video discussion on contraception; highlight trends in minimally-invasive surgery; detail advances in assisted reproductive technology and infertility treatment; feature a special edition of the Master Class in obstetrics; and examine the transformation of the well-woman visit. Features that examine hard-hitting issues of concern to the specialty will include the growth of accredited subspecialties and how they’ve changed practice; a profile of the new Ob.Gyn. resident timed to coincide with Match Day; and an exclusive column, Drugs, Pregnancy, and Lactation, highlighting the major advances and unanswered issues regarding drug safety during pregnancy and lactation.

**OB.GYN. NEWS®** keeps readers well informed and up to date, in combination with **OBG MANAGEMENT®**— celebrating nearly 30 years in publishing — the market leading clinical journal serving the specialty. To find out how your pharma/device brand can capitalize on this synergy, contact Dianne Reynolds, Group Publisher at [dreynolds@frontlinemedcom.com](mailto:dreynolds@frontlinemedcom.com); Nikki Vargas, Account Manager, at [nvargas@frontlinemedcom.com](mailto:nvargas@frontlinemedcom.com); or Judy Harway, Account Manager, West Coast, [judy@harwaycorp.com](mailto:judy@harwaycorp.com) for advertising or sponsorship information.

**About OB.GYN. NEWS®**

Since 1966, **OB.GYN. NEWS®** has been the leading independent newspaper for obstetricians/ gynecologists. This year, we celebrate 50 years of serving our physician readers’ need for breaking news and insightful commentary—in a clear, concise, accessible format—that keep busy physicians up to date on clinical advances that impact their daily practice of medicine. **OB.GYN. NEWS®** is published monthly and circulates to more than 42,000 obstetricians/ gynecologists and related subspecialists. All articles are researched, written, and produced by professional medical journalists. **OB.GYN. NEWS®** website, which can be found at [www.obgynnews.com](http://www.obgynnews.com), is the online destination and multimedia property of **OB.GYN. NEWS®**. This site is updated throughout the day with specialty-

specific news that includes Views on the News--expert clinician commentary on how the news affects medical practice in a timely and interactive format. Award-winning daily news coverage, columns and commentaries, videos, podcasts, and special reports are immediately accessible online and through e-blasts and newsletters. Physicians can engage online by commenting on articles, contacting editors, and sharing articles via social media such as Facebook and Twitter. **OB.GYN. NEWS**® is the best way for the obstetrician/gynecologist to stay up to date, save time, and gain perspective.

#### **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 more than 30 brands serving 22 distinct market segments. Reach in print surpasses 790,000 and extends digitally with 125 eNewsletters, 40 active Web sites, mobile apps and digital editions. FMC delivers medical news daily generated from on-site reporting at major medical meetings and in collaboration with notable societies and medical associations. FMC produces 18 live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)). Visit us at [www.frontlinemedcom.com](http://www.frontlinemedcom.com). [Follow us](#) on Twitter | [Like us](#) on Facebook.

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