Primary Care News App and Rheumatology News®
Receive Awards for Publishing Excellence

Parsippany, NJ – August 27, 2013 – IMNG Medical Media, a division of Frontline Medical Communications, has been presented with two 2013 APEX Awards from Communications Concepts for demonstrating publishing excellence in the creation of the Primary Care News iPad application and for a profile’s column featured in six issues of Rheumatology News®.

“Apex awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence,” according to Communications Concepts. The annual award competition is in its 25th year.

The Primary Care News iPad app provides instant access to up-to-the-minute medical news in 31 primary care specialty areas. The free, customizable app offers global medical news and video, on-site conference coverage of hundreds of medical meetings each year, expert commentary, regulatory and legislative issues that affect medical practice, and intuitive tools for selecting the news and information most relevant to users. The app also contains exclusive news that includes quick-read summaries, commentaries, embedded multimedia elements, and links to supporting materials and resources. Content is provided by IMNG Medical Media, the publisher of Internal Medicine News®, Family Practice News®, Pediatric News®, and Ob.Gyn. News®. The app can be downloaded in iTunes by searching for “Primary Care News.”

The Profiles in Rheumatology series, written by Senior Editor Sally Kubetin, aimed to shine a light on rheumatologists whose teaching, mentoring, and patient care have helped pave the way for future generations of physicians in the field. Each month (January-March 2012), an influential rheumatologist was interviewed and profiled in Rheumatology News®. The series also ran on the website of Rheumatology News®, www.rheumatologynews.com.

Rheumatology News® is the leading independent newspaper for the practicing rheumatologist. Readers rely on Rheumatology News® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice.

Rheumatology News® is published monthly and with its online website and regularly weekly e-blasts and e-newsletters provides news and views in an interactive format, reaching more than 12,000 rheumatologists and healthcare professionals (HCPs), with articles researched, written, and produced by a full-time staff of professional medical journalists. HCPs can join the conversation through commentary, blogs, Facebook, and Twitter.

About Frontline Medical Communications
Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing services encompassing 29 print publications, in 20 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; 15 live events; and daily newswire services providing the latest medical news is generated from on-site reporting from more than 300 medical meetings.

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