

## Sharon Spector Named Publisher of *Current Psychiatry*<sup>®</sup>

**Frontline announces sales management changes to effectively support clients.**

**Parsippany, NJ** – February 1, 2013 – Quadrant HealthCom Inc. (QHI), a division of **Frontline Medical Communications** is pleased to announce Sharon Spector has been named Publisher of the ***Current Psychiatry***<sup>®</sup> brand.

Sharon has been with ***Current Psychiatry***<sup>®</sup> (CP) since its inception and has played an important role in the brand's success since launching in 2002. Sharon most recently rejoined Quadrant as Director of Sales of multiple brands but will now solely focus on CP to ensure it maintains a leadership position serving readers and clients.

CP will be relaunching its Web site 2Q 2013 under Sharon's guidance, along with long time Editor, Jeff Bauer. Sharon's efforts will focus on creating new, multiplatform opportunities for our clients, looking to effectively reach CP's loyal and growing audience, through digital offerings including mobile optimized web and email products; microsites; webcasts; audiocasts; and more.



In naming Sharon to the Publisher position, QHI President and CEO, Marcy Holeyton, commented, "Sharon has been a fixture in the psychiatry market since the launch of CP and is closely aligned with it. Her breadth of experience and her deep understanding of the market make her an ideal steward of the brand. I value her leadership, enthusiasm and passion for CP and I'm very pleased to see her in this role."

Sharon Spector can be reached at 609-265-1892 (office), 609-658-9800 (mobile), [sspector@frontlinemedcom.com](mailto:sspector@frontlinemedcom.com).

Additional sales management changes include Aaron Wattenberg, who has resumed the National Account Manager position on *Clinical Psychiatry News*<sup>®</sup> (CPN) and continues to handle *Rheumatology News*<sup>®</sup>. Lee Schweizer, National Account Manager on *Neurology Reviews*<sup>®</sup> is working with Elaine Coutsouridis on *The Journal of Family Practice*<sup>®</sup> and *Chronic Pain Perspectives*<sup>™</sup> further enhancing the ties between neurology and pain management.

Clients can leverage the market duo combination buy of CP and CPN to gain duplicated and unduplicated reach with added efficiencies. Corporate wide discounts and incentives offer additional benefits. From 1 to 1 million, Frontline provides primary care and specialty reach clients can leverage while earning advertising efficiencies through our 2013 discount programs including: earned frequencies based on combined pages; MarketDUOs and numerous QHI and IMNG combination buys; continuity discounts; new business/launch programs; corporate discounts based on spending across both companies; and the Rewards Plus program.

### About ***Current Psychiatry***<sup>®</sup> and ***Clinical Psychiatry News***<sup>®</sup>

***Current Psychiatry***<sup>®</sup> is the leading peer-reviewed source of practical, evidence-based information valued by psychiatric clinicians. As the #1 clinical review publication in both readers and exposures, CP reaches 40,000 office- and hospital-based psychiatrists/advanced practice clinicians with solutions to common clinical problems seen in daily practice. In addition to print, CP offers a robust multichannel platform for advertisers that includes a dynamic Web site ([www.currentpsychiatry.com](http://www.currentpsychiatry.com)), e-newsletters, a mobile app, social media, and live events as well as custom educational programs with Indexing through our partnership with the *Annals of Clinical Psychiatry*, the official journal of the American Academy of Clinical Psychiatrists. Based on the July 2012 BPA Brand Audit Reach statement, print, email and unique browsers provide a combined duplicated reach of 85,773.

***Clinical Psychiatry News***<sup>®</sup> is the leading independent newspaper for the practicing psychiatrist. Readers rely on CPN for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. CPN is published monthly and circulates to more than 40,000 psychiatrists and child psychiatrists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. The online

destination of CPN ([www.clinicalpsychiatrynews.com](http://www.clinicalpsychiatrynews.com)) provides news and views that matter to physicians in a timely and interactive format. With award winning daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. The Web site of CPN is the best way for physicians to stay current, save time, and gain perspective. The July 2012 BPA Brand Audit Reach statement notes print and unique browsers totaling (duplicated) reach of 48,015.

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#### About **Frontline Medical Communications**

Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing services encompassing 29 publications, in 17 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; 14 live events; and a daily newswire services providing the latest medical news is generated from on-site reporting from more than 300 medical meetings.

Frontline Medical Communications  
7 Century Drive, Suite 302 | Parsippany, NJ 07054-4609  
Tel: (973) 206-3434 | Fax: (973) 206-9378  
[www.frontlinemedcom.com](http://www.frontlinemedcom.com)

Contact:  
Marcy Holeton, President/CEO, QHI  
(973) 206-2342