



Frontline Medical Communications Expands Digital Publishing Operations

~ Lee Schweizer Promoted to Chief Digital Officer ~

Parsippany, NJ – September 13, 2017 – **Frontline Medical Communications**, a leading provider of digital, print and live events for physicians and other health care professionals, recently announced expansion of the digital publishing and sales support team. A change in leadership and numerous promotions among Audience Development and Digital Production staff addresses the increasing importance of customer data.

“All facets of our business require the need for wider dissemination of data” said Alan Imhoff, CEO, upon announcing the changes. He continued, “To fully understand our customers’ needs, deeper analysis of audience data is critical to our editorial, sales, and marketing efforts.” As Frontline continues to develop new content offerings across channels and employ technologies that measure and respond to HCP preferences, monitoring and evaluating constant streams of data is required to gauge impact. In tandem, addressing clients’ needs is of paramount importance.



Heading this digital operations ecosystem is Lee Schweizer, named Chief Digital Officer. Lee has played an increasingly important role in the development of FMC’s digital business. In this new position, Lee is responsible for digital sales, data and advertising operations, reporting to Alan Imhoff and Doug Grose, President of Digital and CFO.

Reporting to Lee is Amy Pfeiffer, promoted to Vice President, Digital Publishing, an integral role within the digital ad/ops department, and Mike Fritz, promoted to Data Management



Director, a key position involved in evaluating engagement and providing superior metrics that drive results for clients. Rebecca Nitka, who continues reporting to Mike, has been promoted to Data Management Senior Analyst.

The circulation group has been restructured, led by Jared Sonners, as Circulation Director; Christine Onorevole and Diana Sabatino report to Jared, promoted to Circulation Senior Analyst and Circulation Analyst, respectively. This group reports to Jim Chicca, Vice President of Operations.

To learn more about Frontline’s digital advertising solutions that deliver superior results, contact Lee Schweizer, Chief Digital Officer, at lschweizer@frontlinemedcom.com.

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 is ranked 1st in combined web and print engagements. With **MDedge™**, our state-of-the-art integrated web portal, and audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs. We reach 1.3 million+ physicians, NPs, PAs, HCPs, and key healthcare decision makers through 38 media brands serving 25 distinct markets. Print reach surpasses 850,000

and extends digitally, giving providers immediate content access through interactive Websites, newsletters, mobile apps, digital editions, and social media platforms. FMC delivers award-winning indexed, clinical reviews, practice and policy information, and medical news daily from on-site reporting at major medical meetings; many in collaboration with notable societies, medical associations, and opinion leaders. FMC produces live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC (globalacademycme.com). Visit frontlinemedcom.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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