



FMC Acquires Turner White Communications

~ **Expanding peer-reviewed, evidence-based, self-guided study and assessment resources to all key decision makers in the U.S. integrated health care system** ~

Parsippany, NJ – July 31, 2017 – Frontline Medical Communications (FMC) is proud to announce the acquisition of all print and digital Turner White properties including the *Journal of Clinical Outcomes Management*[®] (JCOM[®]), *Hospital Physician*[®], *Hospital Physician*[®] Board Review Manuals, interactive websites and mobile apps.

Upon announcing the agreement, Alan Imhoff, CEO, FMC stated, “Ongoing changes impacting health care access and delivery underscore the importance of providing key decision makers, in all locations, practical applicable medical information and professional development tools.” He continued, “Turner White’s products and market reach compliments FMC’s content offerings, and combined provide health care providers and payers with essential resources designed to support their advancement and help them optimize measures effecting the quality and value of care.”

Doug Grose, President, Digital and CFO, who led the acquisition, noted the rationale of engaging the managed care/payer markets and bringing new content to our market leading HCP audience.

Bruce White, President of Turner White Communications, agreed, and said, “Joining FMC’s extensive portfolio is an important development that will enable us to expand reach via the MDedge™ platform. We’re excited to provide more clinicians evidence-based information on standards of care and support those involved in formulary decisions with clinical outcomes. In addition, helping physicians study for board reviews, maintain certification, and earn continuing education credit is an important part of our mission as these efforts ultimately impact quality care.”

Non-retail pharmaceutical spending in federal and non-federal hospitals, long-term care and HMO locations totals \$59B (invoice price), increasing 25% from 2012 to 2016 (Quintiles IMS National Sales Perspectives Dec. 2016). JCOM[®], *Hospital Physician*[®] Board Review Manuals, and *Federal Practitioner*[®] reach 100% of the HCPs and key decision makers throughout this integrated health care system including residents, physicians, NPs, and PAs, medical and pharmacy directors, formulary directors, directors of quality assurance, case managers, among other key decisions makers.

Bruce will join FMC as Vice President/Group Publisher, working closely with JoAnn Wahl, President of Custom Solutions. Together, they’ll develop integrated, educational programs and sponsorships for clients to reach key decision makers across these managed markets. Lea Drag, National Account Manager, Managed Markets, will assume responsibilities for print advertising and digital optimization efforts. To discuss the extensive opportunities, contact Bruce White at 610-996-5002 (mobile) or email at brucewhite@frontlinemedcom.com. Lea is available at 732-551-6800 (mobile) or ldrag@frontlinemedcom.com.



About JCOM®

Journal of Clinical Outcomes Management®, a peer-reviewed, indexed, monthly journal, affiliated website and digital edition, is in its 23rd year of publication. As the first and only clinical outcomes application-to-practice journal, JCOM provides more than 40,000 physicians and managed care decision makers evidence-based practical information for improving the quality and value of care. A key feature is the case-based review, which provides a critical review of the literature, translating evidence into practical information, and helping clinicians improve the safety and cost effectiveness of care. Additional content includes original research, clinical reviews, and reports on improvements and system innovations.

About **Hospital Physician®** and **Board Review Manuals**

Hospital Physician is an online, multispecialty resource for residents and hospital staff. It provides concise review articles and case reports on a wide range of clinical topics. Didactic features help residents sharpen their skills. Board Review Manuals are clinical monographs designed to supplement other materials used to prepare for board exams. Published 4-6 times per year per specialty, each manual emphasizes fundamental skills in the evaluation and treatment of patients with specific diseases and addresses core topics providing a concise review of essential facts and concepts for board exam; each includes an interactive (online) self-assessment section and app versions are available. Content development is under the editorial oversight of experienced academic physicians. Current and past volumes cover more than 20 specialties.

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 the launch of **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 1.2 million+ physicians, NPs, PAs, and other HCPs through more than 35 media brands serving 24 distinct markets. Print reach surpasses 800,000 and extends digitally with newsletters, interactive Web sites, mobile apps and digital editions. FMC delivers indexed and clinical review articles and medical news daily from on-site reporting at major medical meetings; many in collaboration with notable societies and medical associations. 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](#).

Contacts:

Alan Imhoff, CEO, 973-290-8216, aimhoff@frontlinemedcom.com

Bruce White, Vice President/Group Publisher, 610-996-5002, brucewhite@frontlinemedcom.com

Frontline Medical Communications

7 Century Drive, Suite 302 | Parsippany, NJ 07054-4609 | Main: 973.206.3434 | Fax: 973.206.9378

www.frontlinemedcom.com | www.frontlinerates.com | General Email: sales@frontlinemedcom.com