



Frontline Medical Communications Acquires Esteemed Hem/Onc Businesses

Significantly expanding Frontline's print/digital publishing, medical education, and live events presence in the field and new opportunities for life sciences companies

Parsippany, NJ – October 1, 2017 – Frontline Medical Communications (FMC) is pleased to announce the acquisition of Hemedicus, Inc, an accredited CME company; Jonathan Wood & Associates (JWA), a medical education company specializing in hematology, oncology, and cancer immunology; and *Hematology Times*[™] (HT), an online news publication for hematologists.

Earlier this year, Frontline Oncology, a group of FMC dedicated to *Closing the Loop on the Cancer Care Conversation*[™], successfully partnered with HT in relaunching the web

resource to fully address the expanding

professional needs of physicians in hematology

and oncology. Frontline also opened HT up to advertising, which it previously had not accepted.



Jonathan Wood, the principal of the acquired companies, will now oversee all hematology/oncology businesses of FMC, as President. The new division, FMC Hematology & Oncology, will include Frontline Oncology, led by Frank Iorio, Managing Director, which specializes in digital and print publications. Hemedicus, Inc. will continue as the ACCME accredited provider for all certified medical education.

Jon began his hematology and oncology career as the founding editor of *Oncology Times* in 1980; he formed Triclinica Communications in 1986 for William Douglas McAdams to specialize in hematology and oncology medical education. In 1990, Jon formed his first company, JWA, and then in 2007, he established Hemedicus to handle all the CME programming the company was involved in; Jon launched *Hematology Times*[™] later that year. Collectively, Jon and his staff are bringing nearly 100 years of hematology/oncology experience to FMC.

Alan Imhoff, CEO of FMC, noted "We are delighted to be working with Jon and his colleagues, given their reputation for excellence and their work with leading medical experts in both hematology and oncology. This merger allows FMC to significantly expand its presence in the field. Among the important new stand-alone meetings we are adding to our overall capability, are the Acute Leukemia Forum and the T-Cell Lymphoma Forum, both number one meetings in their respective fields." Mr. Imhoff continued, "There are several other hematology/oncology meetings we are adding to our capabilities, which we feel will give us a very dominant position in hematology and oncology medical education."

"This merger with FMC is a very exciting opportunity for all of us to continue providing educational activities in these very important fields of medicine," Jon said. "Hematology and oncology research have led to many of the largest advances in basic clinical science over the last 30 years, from bone marrow transplantation and the introduction of cytokines and growth factors to the latest breakthrough with CAR-T cells for both liquid and solid tumors. With the added capabilities that FMC affords, we will be able to grow and expand further to provide the valuable educational activities that everybody needs."

To learn more about Frontline's superior solutions and ad opportunities in the hematology/oncology markets, contact Jon Wood, President, jwood@frontlinemedcom.com, 201-666-4700 (office), 201-906-9461 (mobile), or Frank Iorio, Managing Director, at fiorio@frontlinemedcom.com, 973-206-8990 (office), or 917-913-8427.

About Frontline Oncology

Frontline Oncology develops and produces communications that deliver high-quality medical news and diagnostic and therapeutic information for oncologists, hematologists, and other health care professionals involved in evaluating and treating patients with cancer and blood related conditions. Print and digital brands include the Frontline oncology portal OncologyPractice.com[™]; [Hematology News](http://HematologyNews.com)[®], presenting the latest news, views and commentary on blood diseases and disorders; [Hematology Times](http://HematologyTimes.com)[™], the online resource offering scientific research on hematologic conditions including KOL commentary, articles, and CME; [The Gastric Cancer Journal](http://TheGastricCancerJournal.com)[™], official publication of No Stomach for Cancer (NSFC), providing the latest research, prevention, diagnosis and treatments for clinical oncologists; and, [The Sarcoma Journal](http://TheSarcomaJournal.com)[™], official publication of the Sarcoma Foundation of America (SFA), a conduit to inform and educate physicians on the latest treatments and research for soft/connective-tissue tumors.

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](https://twitter.com/frontlinemedcom) | [Facebook](https://facebook.com/frontlinemedcom) | [LinkedIn](https://linkedin.com/company/frontlinemedcom)

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