

**Dr. Howard Burris, Editor for JCSO and Oncology Practice,  
Elected President of ASCO**

Parsippany – January 4, 2018 – Frontline Medical Communications is pleased to announce Howard A. “Skip” Burris III, MD, FACP, FASCO, an Editor for both **JCSO (Journal of Community and Supportive Oncology™)** and **Oncology Practice®**, has been elected to serve as President of the American Society of Clinical Oncology (ASCO) for the 2019-2020 term.

Dr. Burris is the chief medical officer and president of clinical operations at the Sarah Cannon Research Institute in Nashville, Tenn. He established the first community-based phase 1 drug development program in Nashville, which went on to become the Sarah Cannon Research Institute. He led the first-in-human studies for many now-approved drugs that have changed the standard of care for several types of cancers including docetaxel and ado-trastuzumab emtansine in breast cancer and everolimus in kidney cancer. He has authored more than 300 publications and more than 450 abstracts, and was named a Giant of Cancer Care during the 2014 ASCO annual meeting.



Frank Iorio, Managing Director of Frontline’s MDedge™ Oncology & Hematology division, notes “Dr. Burris has served as Chair of the OP Editorial Board/Medical Editor since its inception and we are honored to be working with a recognized leader in the field.” He continued, “our editorial direction benefits from his experience and our readers benefit from his knowledge.”

**About JCSO**

JCSO (*The Journal of Community and Supportive Oncology*) is a web-based peer-reviewed journal ([www.mdedge.com/jcso](http://www.mdedge.com/jcso)) featuring Research, Review, Case Report, and How We Do It articles in clinical oncology and supportive care. Its readership is comprised of highly engaged, practice-based medical and radiation oncologists, hematologists, supportive care specialists, nurses and physician assistants, and pharmacists—in other words, the entire oncology care team. JCSO is also published as a reader-friendly, bimonthly digital issue available as an app. Its in-depth content and its reach across the clinical and supportive spaces make it a uniquely positioned conduit for advertisers to reach their target audiences. A recent survey showed readers value the journal’s content, with almost 60% reporting that they incorporate information from the journal into patient care. 2017 Kantar Media data show JCSO users spend a mean of 15.9 minutes on the site per visit. JCSO is a sister site to *Oncology Practice™* and *Hematology News®*, and combined, reach delivers complete market coverage to HCPs in team-based oncology care.

**About Oncology Practice**

*Oncology Practice* provides busy oncologists and cancer care professionals, easy access to the latest on cancer treatments, emerging trends, and practice economics. This monthly, all-digital report includes commentary and analysis, giving busy clinicians news they can use at their convenience, with the ability to quickly share content via email and social media. *Oncology Practice* displays a user-friendly print-like format, but enhances meeting coverage and journal reports with both audio and video features. Each issue includes clinical developments arranged by tumor site, commentary from thought leaders and patient advocates, updates on health care policy

and regulations that affect the physician's practice, and links to related content, online exclusives, and other resources. *Oncology Practice* ([www.mdedge.com/oncologypractice](http://www.mdedge.com/oncologypractice)) offers an array of online advertising and sponsorship opportunities, including run-of-site and targeted advertising, e-newsletters, section and content sponsorships, video sponsorships, podcasts, and microsites. With daily news coverage, physicians get immediate information, alerted through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.

### **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 1<sup>st</sup> 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 more than 35 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, digital click-for-credit, and CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)) and Hemedicus ([www.hemedicus.com](http://www.hemedicus.com)). Visit [frontlinemedcom.com](http://frontlinemedcom.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#).

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