

Bennicasa and Norton Join Frontline's Primary Care Sales Teams

Parsippany, NJ – June 26, 2013 – Quadrant HealthCom Inc. (QHI) and IMNG Medical Media (IMNG), divisions of Frontline Medical Communications, are pleased to announce additions to their sales teams; **Gina Bennicasa** joins IMNG and **Joshua Norton** joins QHI.

Gina Bennicasa has joined the IMNG Medical Media primary care sales team as National Account Manager on The PowerBuy: **Family Practice News**[®], **Internal Medicine News**[®] and **Ob. Gyn. News**[®]. In this role, she is responsible for all selling activities associated with display advertising, digital projects and custom programs in her territory.

Gina comes to **Frontline Medical Communications** most recently from Pharmaceutical Media, Inc. (PMI) where she established a high level of professionalism and success over the last 11+ years with a number of vertical titles in the rheumatology, cardiology, nephrology, and psychiatry markets. Having started on the ground floor at Romaine Pierson Publishers in 1989, her positive attitude, hard work and dedication was recognized by the industry in 2009 when she won the prestigious Nexus "Specialty Salesperson of the Year."



Gina works in the Parsippany office and can be reached at 973-290-8221 and gbennicasa@frontlinemedcom.com.

Joshua Norton has joined QHI as Digital Account Manager/Primary Care. In this new role, Joshua will be responsible for digital advertising on **Clinician Reviews**[®], **Emergency Medicine**[®] and key accounts on **The Journal of Family Practice**[®]. He will also be responsible for coordinating and optimizing digital RFPs on behalf of all the brands across the QHI portfolio.



Joshua's background well equips him for this task given his experience steeped in digital marketing. As Digital Marketing Manager at Jimmy Jazz Ecommerce, Inc., he oversaw the development, coordination and implementation of advertising and marketing campaigns, tracked sales data and key performance indicators through analytics and strategized on tactics to increase revenue and profitability. He drove digital optimization strategies and expanded programs to new advertising channels. Prior to this, Joshua was a Corporal in the Marine Corps, serving two tours of duty in Iraq. He received his B.A. in Organizational Management from Ashford University.

Joshua's depth of digital, marketing, and tactical knowledge make him a very welcome addition to the QHI primary care team. Joshua can be reached directly at 937-206-2351 and jnorton@frontlinemedcom.com.

Clients can leverage the new market duo combination buys 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 efficiently 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 **Frontline Medical Communications**

Quadrant HealthCom Inc. and IMNG Medical Media—divisions of FRONTLINE MEDICAL COMMUNICATIONS—are leaders in multimedia marketing services encompassing 29 print 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; 15 live events; and a daily newswire services providing the latest medical news is generated from on-site reporting from more than 300 medical meetings.

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