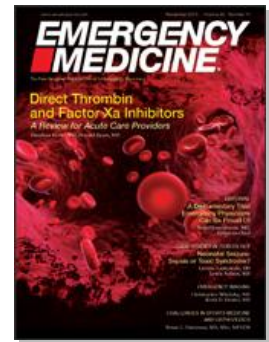


## Introducing the **New Emergency Medicine**®

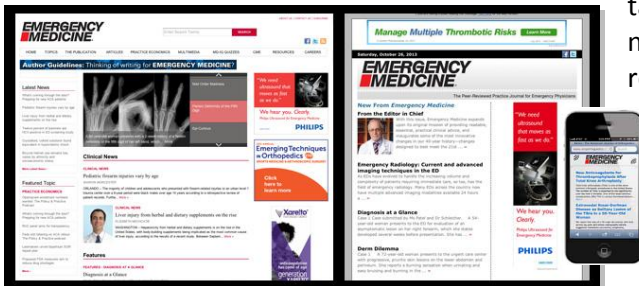
Parsippany, NJ – November 26, 2013 – Frontline Medical Communications (FMC) announces the relaunch of **Emergency Medicine**®, inaugurating some of the most innovative changes in its 40-year history.

Expanding upon its original mission of providing readable, essential, practical clinical advice, **Emergency Medicine**'s new look, in multiple platforms, is designed to best meet the day-to-day needs of all who practice within this dynamic specialty. **Emergency Medicine** reaches the full universe of some 36,000 emergency medicine specialists.



The journal has been redesigned to feature a bold, contemporary logo and invites readership with fresh, easy to read page layouts and abundantly visual graphics. Once again, the journal offers in-depth feature articles on important clinical topics along with *all* of the highly valued regular features that include Emergency Imaging, Case Studies in Toxicology, Derm Dilemmas, Challenges in Sports Medicine and Orthopedics, and Diagnosis at a Glance. Malpractice Counsel and Emergency Ultrasound will also re-appear in the near future and new features will include “First Edition” which contains news and summaries of important meeting presentations and recent journal articles of particular interest to emergency physicians.

The new Web site, now accessible at [www.emed-journal.com](http://www.emed-journal.com), offers easy access to articles from the print edition while also presenting news, podcasts, weekly interactive quizzes, videos, and multimedia features – all tailored to emergency physicians' interests and CME needs. Best of all, the site is optimized to enable easy reading on smartphones, iPads and tablets so readers can keep up to date no matter where they are or what device they are using – readers can share articles with colleagues, leave comments, and save items from the website into their personal media files. Coming soon, readers will be able to submit articles online, streamlining the entire peer-review and approval process.



To ensure readers are well-informed of the latest content and these new offerings, 36,500 emergency medicine physicians, nurse practitioners, and physician assistants will receive regular eNewsletters highlighting the latest articles, news, and other key features accessible in print, online, and on demand.

Multimedia advertising and sponsorship opportunities abound. For availability and details please contact Mark Branca, Publisher, at 973-290-8246 or [mbranca@frontlinemedcom.com](mailto:mbranca@frontlinemedcom.com) and Tracy Murray, National Account Manager at 973-290-8218 or [tmurray@frontlinemedcom.com](mailto:tmurray@frontlinemedcom.com).

### About **Emergency Medicine**®

**Emergency Medicine**® has been on the front lines of the emergency medicine marketplace for more than 40 years. It is the only practical, clinical publication for the specialty, reaching office- and hospital-based physicians in emergency medicine. **Emergency Medicine**® provides hands-on content, with a unique focus on emergency care that is presented in a precise, reader friendly format to maximize the educational value. The **Emergency Medicine**® Web site provides a portal to case studies, e-columns, e-news, quizzes, and analysis of actual malpractice cases. Enewsletters alert emergency physicians to what's new and relevant to their practice.

### About **Frontline Medical Communications**

Frontline Medical Communications Inc. is the healthcare industry's largest medical communications company, a leader in digital, print and live events. The Company leads in HCP level targeting and multimedia engaged reach to meet the marketing challenges of our pharma and device customers through its user validating and tracking digital platform, trusted authoritative brands and deep content offerings by therapeutic category. We reach 1.2 million+ physicians and HCPs with 30 print publications, in 20 distinct market segments, circulating to 700,000 HCPs in print; 125 eNewsletters, 35 active Web sites and multiple mobile apps surrounding 33 brands delivering content daily; 15 live events; and daily newswire services providing the latest medical news generated from on-site reporting from more than 300 medical meetings.

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