



THE JOURNAL OF
**FAMILY
PRACTICE**

**FEDERAL
PRACTITIONER**
**Clinician
Reviews**

CONVENIENT CARE
The Official Peer-Reviewed Journal of the Convenient Care Association (CCA)

Primary Care Division Expands Initiatives to Meet Growing Demands

Parsippany, NJ – June 22, 2011 – **Quadrant HealthCom Inc.'s** (QHI) Primary Care Division announces an array of new products and expanded opportunities to meet the growing needs of our clients.

The Primary Care Division, under the management of JoAnn Wahl, president, was formed in May to offer clients a multiplicity of new live, digital, and print products. These offerings are part of a large strategic initiative to provide exclusive opportunities to our clients to reach the larger primary care market or targeted segments. Highlights of the 2011/2012 initiatives include:

- The ability to provide significant reach in the primary care market cost-efficiently with the option to target specific segments for custom reach.
- Extensive digital programs surrounding our proprietary email database of more than 100,000 primary care clinicians.
- Content-driven, branded medical education initiatives such as *Chronic Pain Perspectives™*, a multimedia resource set to launch September 2011, providing the latest, most relevant information on a range of pain topics from various clinical perspectives.
- Development of therapeutic/primary care specific microsites similar to the interactive, multimedia site QHI launched last year on the comprehensive care of multiple sclerosis, www.ms.neurologyreviews.com.
- Expanded educational events including the Metabolic & Endocrine Disease Summit, an interactive live event for nurse practitioners and physician assistants (NPs/PAs) in primary care in July 2011, as well as a multiday emergency medicine course for primary care physicians and NPs/PAs in April 2012.
- Primary care combination display and classified rates offering unparalleled reach and cost efficiency.

The Primary Care Division's credible and established journal brands—**The Journal of Family Practice®** (JFP), **Clinician Reviews®**/ **Convenient Care®** (CR/CC), and **Federal Practitioner®** (FP)—provide extensive reach to over 250,000 primary care readers, physicians and NPs/PAs, who write more than 500 million prescriptions per year. Physicians and health care professionals in the VA and DoD contribute substantially to this already productive market, accounting for \$11.5B in additional pharmaceutical and device spending.

JoAnn Wahl noted, "The primary care arena is diversified and dynamic, requiring information from many specialties. The power of the Primary Care Division is the combination of strong brands and dedicated, experienced, management and editorial teams. Through partnering with our nine specialty titles in therapeutic areas ranging from orthopedics to neurology, pulmonology, psychiatry, emergency medicine, dermatology, and female health, QHI draws on those multidisciplinary resources to provide primary care clinicians with authoritative formats to ensure best practices when managing concomitant conditions." She continued, "Moving into 2012, Quadrant is uniquely positioned to offer our clients the benefit of extensive promotional and educational programs, crossing platforms and target audiences as needed."

###

About Quadrant HealthCom Inc.

Quadrant HealthCom Inc. is a multimedia communications company specializing in the health care market. Its 13 medical journals, affiliated Web sites, meetings management division and custom publishing programs reach more than 550,000 health care professionals in the United States.

Quadrant HealthCom Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Tel: (973) 206-3434 | Fax: (973) 206-9378
www.qhc.com | www.qhcrates.com

Contacts:
JoAnn Wahl, President, Primary Care Division, (973) 206-8989
Christy Tetterton, Publisher, JFP, (973) 206-8984
Gary Falcetano, Publisher, CR/CC, (973) 206-2322
Peter DeYoe, Publisher, FP, (973) 206-8958