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**CONVENIENT CARE<sup>®</sup>**  
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## **Quadrant HealthCom Names JoAnn Wahl President, Primary Care Group**

**Parsippany, NJ** May 17, 2011 — **Quadrant HealthCom Inc.** (QHI) is pleased to announce JoAnn Wahl, formerly SVP, Managing Director, Medical Education, has been named President of the Primary Care Group.

In the creation of this new business unit, Quadrant's already effective strategies surrounding the journal brands – **The Journal of Family Practice<sup>®</sup>**, **Mayo Clinic Proceedings<sup>®</sup>**, **Clinician Reviews<sup>®</sup>/Convenient Care<sup>®</sup>**, and **Federal Practitioner<sup>®</sup>** – will be further enhanced by integrating these existing franchises. Quadrant is uniquely poised to support the renewed vitality and growth in this segment of the medical market, given the longevity of these brands and the loyal following of the healthcare professionals in these respective markets. Quadrant has, and continues to enhance its commitment to primary care communications, marketing and education.

In naming JoAnn as President of the Primary Care Group and as Executive Vice President of QHI, Steve Stoneburn, President/CEO commented "JoAnn will work with the Publishers of these journal brands, Christy Tetterton, Gary Falcetano and Peter DeYoe to create new, multi-journal and e-based opportunities and build on the successes already accomplished on behalf of our customers and clients. He continued, "JoAnn has a proven track record in medical education product development, sales, and management at Quadrant. She is keenly aware of this market's potential having been involved in the sales and development of corporate capabilities throughout her years of service to the company."

The three underlying business units were acquired in separate transactions and will continue to operate independently and develop editorially, via stronger web presence and by pursuing more broad based business development strategies. By forging closer working relationships between and among this group, Quadrant will create even more new product/revenue opportunities, enhancing QHI's existing focus on tailored, customized communications. Quadrant's efforts to aggregate proprietary data are essential in allowing us the flexibility to create custom audience profiles to address the needs of our clients looking to reach influential market segments.

JoAnn Wahl can be reached by phone 973-206-8989 (office), 908-581-6110 (cell) or email at [joann.wahl@qhc.com](mailto:joann.wahl@qhc.com).

### **About Quadrant HealthCom Inc.**

Quadrant HealthCom Inc. is a multimedia communications company specializing in the healthcare market. Its 14 medical journals, affiliated websites, meetings management division and custom publishing programs reach more than 650,000 healthcare professionals in the United States in the primary care, dermatology, pulmonary, neurology, psychiatry, emergency medicine, women's health, orthopedics, nurse practitioner/ physician assistant, and federal markets. The company develops specialized communications including interactive electronic programs, webcasts, live and virtual meetings, and custom-sponsored publications. For our clients, we are dedicated to creating solutions and delivering success by focusing on the growth of medical communications for all those involved in healthcare—the marketer, physician, patient, and association—and serving these groups with the very best we can offer.

QHI provides a robust platform of print and online offerings across its portfolio. By using one or many QHI brands, clients can benefit from numerous corporate and journal incentive programs, offering extensive multiplatform reach at substantial savings. Visit [www.qhcrates.com](http://www.qhcrates.com) to access the 2011 integrated media rate cards for more details.

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