

Deliver Your **PRODUCT THEATER** to 33,000 Hospitalists

Optimize your investment with enduring print and digital material

Let Frontline Medical Communications turn your **Product Theater** presentation into a high-quality print and digital supplement to the official newspaper of the Society of Hospital Medicine (SHM)—**The Hospitalist**.

The Product Theater Reporter is designed to extend the presentation's life while increasing its exposure and impact. It will be delivered to 33,000 hospitalists through print and online via *The Hospitalist*.

WHAT THIS MEANS FOR YOUR BRAND TEAM:

- Ensures a greater return on your presentation's investment
- Maximizes your product theater reach and educates the hospital medicine community with key findings
- Provides your sales team with printed and digital assets

HOW IT'S DONE:

Frontline will use the approved slides from your Product Theater to create a supplement that summarizes the presentation. Our team will write, copyedit, design, deliver, and promote the supplement. Throughout the development, Frontline will work closely with your regulatory (MLR) team to ensure all guidelines are met.



KEY FEATURES AND BENEFITS:

FEATURES	BENEFITS
Distribution to the full print circulation of <i>The Hospitalist</i> (33,000)	Maximizes the awareness of your product message
SHM approval	Adds credibility and trust to the supplement
Reprints and digital copies	Serves as an engaging sales aid to hospitalists
Utilizes already approved slides	Faster development and regulatory approval
Multi-channel delivery through print and digital	Can work with your medical communications company

Contact:

Angela Labrozzi

The Hospitalist

973-206-8971 • alabrozzi@frontlinemedcom.com