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Quadrant HealthCom Promotes Tetterton and Expands Primary Care Division Staff

Parsippany, NJ October 13, 2011 — **Quadrant HealthCom Inc.** (QHI) is pleased to announce Christy Tetterton has been promoted to Group Publisher, and Steve Farrell and Kevin McGlynn have joined this powerhouse team, expanding the sales staff of the Primary Care Division.

In making the announcement, JoAnn Wahl, President of the Primary Care Division, noted, "We are confident that with Christy's leadership and our new colleagues, Steve and Kevin, the team will continue to achieve even greater successes by offering our clients innovative and compelling marketing solutions."

Ms. Tetterton came to QHI over a year ago to manage *The Journal of Family Practice*[®] (JFP) and *Mayo Clinic Proceedings*, two high-profile clinical publications in the primary care market. In this role, she proved her overall management skills and through her dedication and efforts in developing strategy, she has in shown her effectiveness in growing the business. As Group Publisher, she now adds responsibilities for the *Emergency Medicine*[®] (EM), *Clinician Reviews*[®] (CR), and *Convenient Care*[®] brands.

Quadrant continues to support the renewed vitality and growth in these markets by naming Steve Farrell as National Account Manager, Primary Care Division and Associate Publisher, *Emergency Medicine*[®]. Mr. Farrell will be responsible for the day to day management of EM and special project/custom program sales and will share display sales for JFP and CR. He comes to QHI with a wealth of experience and more than 20 years in the industry, starting out as a pharmaceutical representative for two of the largest companies in the industry and moving into sales on the media side of the business at MediMedia, Thomson, and Advanstar. Most recently, Steve was with MedPage working in digital sales. Steve reports to Christy Tetterton and can be reached at 973-206-2322 or steve.farrell@qhc.com.

To broaden our efforts in creating new, multi-journal, multimedia opportunities on behalf of our customers and clients, Kevin McGlynn has been named Senior Business Development Director. He is responsible for development of custom medical education programs within the primary care audiences of family medicine and NPs and PAs, reporting to JoAnn Wahl. Kevin's experience is well suited to this new position. As a detail representative for large pharmaceutical companies and supervisory account management positions for medical ad agencies, he has worked closely with brand teams. He is adept at developing marketing strategy and executing tactical plans. Kevin has sales experience through Thomson and Advanstar's Medical Economics. Most recently he was at TMS Health where he drove sales for physician, pharmacy, and patient/consumer programs. Kevin McGlynn can be reached at 973-206-2351 or by email at kevin.mcglynn@qhc.com.

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About Quadrant HealthCom Inc.

Quadrant HealthCom Inc. is a multimedia communications company specializing in the healthcare market. Its 13 regularly issued medical journals, 24 Web sites, meetings management division and custom publishing programs reach more than 675,000 healthcare professionals in the United States. 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 to access the 2011 integrated media rate cards for more details.

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