

# The Oncologist

## Company Profile

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Published by AlphaMed Press, *The Oncologist*<sup>®</sup> is the premier independent oncology journal at the intersection of research and clinical practice. *The Oncologist* is designed specifically for the busy practitioner, focusing on medical and practice issues for physicians entrusted with cancer patient care. The Journal's peer-accepted articles impact the practice of oncology and facilitate the introduction and application of new medical advances.

AlphaMed Press and *The Oncologist* are fully committed to delivering the information that physicians need, in the most convenient and accessible formats possible. Journal content is available via mobile applications for iPad, iPhone, Android, and Kindle Fire, featuring global expert on-demand video presentations and CME activities designed to change competence, performance, and ultimately patient outcomes

## The Oncologist App

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*The Oncologist* HD App for the iPad allows users to browse digital journal pages—accessing an archive of critical articles in seconds. Additionally, with integrated rich media features, the journal's clinical content is dramatically enhanced beyond what is possible in the traditional print edition. Physicians can download Podcasts of journal articles, as well as a library of content from congresses, symposia and roundtables of respected oncology experts. By offering the best of *The Oncologist* on the iPad, physicians can now read or listen to clinical information on their own terms—between patients, during their commute, or at home.

## FASTFACTS

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Also, this dynamic platform gives advertisers the ability to connect with audiences like never before. It utilizes the latest mobile technology to provide meaningful brand experiences. *The Oncologist* App offers an industry-exclusive, interactive advertising platform to educate physicians on the complex ecosystem of oncology pharmaceutical companies, disease states and brands. These microsites enable the user to navigate and interact with product-specific, multimedia content including efficacy, study design, safety, dosing and MOD/MOA. It also allows marketers to deploy surveys, quizzes, games and event registration.

## Services and Offerings

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AlphaMed Press partners with clients to build a comprehensive, interactive marketing program to optimize exposure and engagement.

- Brand & Business Unit Interactive Ads
- Opt in product information directly emailed from App to users
- Centralized distribution
- Insightful analytics