



Press Release

Physician's Weekly Announces Key Partnership With AACE

Basking Ridge, NJ – December 5, 2016 – Physician's Weekly, LLC (PW) has announced a new partnership with the American Association of Clinical Endocrinologists (AACE) that will begin in January 2017. Together, PW and AACE will focus on developing premium content for the *Physician's Weekly Diabetes & Endocrinology Edition*, a medical news wallboard distributed to approximately 1,400 locations across the United States.

PW is a nationally recognized publication throughout the medical industry. This partnership will allow PW to include insights from key opinion leaders who are part of the AACE community in their feature articles. Such content will include the thoughts of AACE key opinion leaders on topics ranging from clinical guidelines and landmark studies to other important AACE initiatives.

"PW delivers essential content within each of the specialty areas we serve," says Ezra Ernst, CEO of Physician's Weekly. "Our collaboration with AACE strengthens our commitment to our physician and healthcare provider audience by offering contributions from the most influential endocrinologists in the field."

"We consider this a critical facet of AACE's success: to be the most valuable resource for information about endocrine, diabetes, and metabolism issues," says Pauline Camacho, MD, FACE, President of AACE. "This partnership provides AACE with an exceptional opportunity to extend its collective expertise to a wider segment of the medical community."

About Physician's Weekly

For more than 30 years, Physician's Weekly has been a trusted source of medical news and information for healthcare professionals at the point of care. Our unique wallboard publication—the cornerstone of our success—is located in over 10,000 top medical institutions in the country. Physician's Weekly offers in-depth interviews with the most highly respected experts in the industry who weigh in on landmark research and trending topics affecting the medical community. Physician's Weekly also offers physicians and other healthcare professionals accredited Continuing Medical Education (CME) activities. Visit www.physiciansweekly.com.

About the American Association of Clinical Endocrinologists (AACE)

The American Association of Clinical Endocrinologists (AACE) represents more than 7,000 endocrinologists in the United States and abroad. AACE is the largest association of clinical endocrinologists in the world. The majority of AACE members are certified in Diabetes, Endocrinology



and Metabolism and concentrate on the treatment of patients with endocrine and metabolic disorders including diabetes, thyroid disorders, osteoporosis, growth hormone deficiency, cholesterol disorders, hypertension, and obesity. Visit www.aace.com.

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