



## **HIMSS Media acquires MobiHealthNews, leading source of news for the digital health community**

PORTLAND, ME, September 16, 2015 — Expanding its group of healthcare publications, HIMSS Media announced its acquisition of MobiHealthNews, the leading source of news, commentary, online events, and research for the global digital health community.

[MobiHealthNews](#) joins a market-leading portfolio of news and information services for senior-level decision makers and influencers in the healthcare and technology industry, including Healthcare IT News, Healthcare Finance News, Healthcare Payer News and Medical Practice Insider. HIMSS Media also produces major in-person events, such as the Privacy & Security Forum, the Revenue Cycle Solutions Summit, and the Big Data and the Healthcare Analytics Forum. HIMSS Media also runs Connect, data driven marketing database solutions that engages with HIMSS customers and senior healthcare technology decision makers.

“MobiHealthNews is a strong brand that delivers a powerful audience in a market that’s poised for extraordinary growth,” says John Whelan, executive vice president of HIMSS Media. “Our platform will support its vision for audience growth and provide our customers with exciting new marketing opportunities.”

Brian Dolan, co-founder and editor-in-chief, agrees. “The MobiHealthNews team is excited to be joining HIMSS Media, where we will have more resources to drive our next stage of growth and continue to serve our readers as the leading source of digital health news and analysis.”

“MobiHealthNews’ loyal client base is attracted by the rich content and powerful audience it delivers,” says Jane Bogue, national sales director at HIMSS Media. “Our sales team is looking forward to driving growth through product launches and extensions to the established product lines.”

John Whelan believes MobiHealthNews solidifies HIMSS Media’s position as the market leader in the healthcare and technology news and information space. “Digital health is a dynamic market that’s constantly evolving thanks to technology innovation, and our goal is to help our audiences and clients understand and capitalize on the opportunities this creates. MobiHealthNews adds specialist insight to our digital network while increasing audience depth and reach.”

### **ABOUT MOBIHEALTHNEWS:**

MobiHealthNews, founded in 2008, is the leading provider of news, commentary, online events and research for the global mobile health community. Our team works hard to deliver the best curated and most insightful publications focused on digital health today.

## **ABOUT HIMSS MEDIA:**

HIMSS Media is a fully integrated B2B media group focused exclusively on the healthcare and technology markets. Through its suite of market leading brands, such as Healthcare IT News and Healthcare Finance News, HIMSS Media delivers news and must-have information to an audience of senior healthcare and technology influencers, medical professionals, policy makers and technology buyers. HIMSS Media is also the leading producer of important live events, such as the Privacy & Security Forum, Big Data and Healthcare Analytics forum.

## **ABOUT HIMSS:**

HIMSS is a global voice, advisor and thought leader of health transformation through health IT with a unique breadth and depth of expertise and capabilities to improve the quality, safety, and efficiency of health, healthcare and care outcomes. HIMSS designs and leverages key data assets, predictive models and tools to advise global leaders, stakeholders and influencers of best practices in health IT, so they have the right information at the point of decision.

Through its health IT network of over 1 million experts, over 200 knowledge exchanges and collaborations, including 60,000-plus members, HIMSS drives innovative, forward thinking around best uses of technology in support of better connected care, improved population health and low cost of care.

HIMSS is a not-for-profit, headquartered in Chicago, Illinois with additional offices in North America, Europe, United Kingdom and Asia.

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