



MediZine Acquires Healthcommunities.com The deal boosts interactive revenues to 20 percent of overall.

By Bill Mickey
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The healthcare media market just ticked off a rare, for these days, acquisition. MediZine, a consumer health education media company, bought Healthcommunities.com, an 11-year-old Web site that produces physician-developed content.

The deal, according to MediZine president Mike Cunnion, quickly bolsters the company's online presence. "As the world has evolved and consumers have relied on online information sites, that's been a massive change in our world," he said. "For us, it related to a growth strategy and becoming less reliant on one particular channel."



Cunnion noted that while the print brands reach doctors' offices and pharmacy counters and 2.5 million homes, MediZine, until about 18 months ago, didn't have significant reach online. "We've been doing organic efforts on our own, but we know what a long growth process that is," he said.

Cunnion declined to reveal terms of the deal, but said Healthcommunities.com—which averages 1.5 million monthly unique viewing content in 30 patient communities formed around topics such as oncology and allergies—will jump the interactive share of MediZine's overall revenues to about 20 percent.

Key value drivers were the site's profit and ability to organically attract and keep traffic. "The two things that helped us determine value was a strong bottom line—there's actually a profit in the business—and their ability to sustain and grow traffic online organically," he said.

MediZine is a portfolio investment of Veronis Suhler Stevenson, which is also an investor in Red 7 Media, the parent company of FOLIO: and FOLIO: Alert.