



LORNE COOPER

Executive Biography

Expert in sustainable business models, identification of key opportunities for successful project development, focus on long-term viability, sought-after business mentor

Lorne's ability to develop a conceptual model into practical programs and sustainable businesses is an expertise sought out by many corporations, non-profit organizations and small businesses. His ability to ascertain the marketplace and identify key opportunities for project development has been the cornerstone of his career. Contract negotiations, team building techniques and strategic marketing amongst others have comprised his abilities to develop new and innovative business and project development opportunities with sustainable long term results. Lorne continues to nurture new projects in both the medical and health care fields utilizing new and emerging technologies for the delivery of information to both the medical and patient communities worldwide.

Founder and CEO of Multimed Inc. (est. 1980), an international medical publishing and project development corporation. Lorne quickly established a reputation for creating, developing and implementing strategic marketing programs, both product and public-relations focused, for a client base which includes multinational pharmaceutical and medical device corporations.

Lorne also developed the Renal Family Magazine (est. 1980), which became the prototype for future formats, educating patients about their health and disease state and developing methods to promote physician/patient relations. The Renal Family was distributed to 19 countries worldwide.

Throughout the 1980's and early 1990's, Lorne continued to develop a portfolio of medical and health care publications for both physician and patient readerships, focusing on a multitude of specialty areas including oncology, nephrology, orthopaedics and urology, to name a few. He developed

the business and publishing model for the internationally renowned kidney journal [Peritoneal Dialysis International](#).

In 1993 Lorne co-founded and was Chairman of the Canadian Health Development Foundation, a non-share capital corporation comprised of leading hospitals and multinational corporations designed to forge business development opportunities amongst the partners to improve delivery of services to both hospital environments and their patient populations. In this capacity, he was involved in the negotiations with these partners and senior government officials on the deputy premier and cabinet levels to ascertain the modality's efficacy and development opportunities for pharmaceutical investments, on a province-by-province basis.

In 1994 Lorne founded and continues to publish [Current Oncology](#) which is the leading Canadian peer-reviewed oncology journal in Canada. In 2012 it received an impact factor of 2.473, making it one of the most prestigious oncology journals in the world.

Lorne's current project is the development of the [Cancer Knowledge Network](#), North America's most widely read on-line teaching and educational resource for oncologists, trainees, nurses, general practitioners, pharmacists and patients. CKN was launched in April 2011 and already has a readership of over 200,000 viewers from around the world.

Lorne Cooper

Founder, Cancer Knowledge Network; Current Oncology
CEO, Multimed Inc.

Phone: 905.875.2456 | Toll free: 888.834.1001

LinkedIn: ca.linkedin.com/in/cooperlorne

www.cancerkn.com

www.multi-med.com