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Association of Medical Media in Collaboration with Healthcare Marketer's Exchange Announce 2016 Award Recipients

AMM honors winner of Nexus; HME honors winners of Inaugural Humanitarian Awards

Mount Laurel, NJ – April 28, 2016 – The Association of Medical Media (AMM) is pleased to announce the winner of its annual Nexus Award. The Nexus was presented this year in collaboration with Healthcare Marketer's Exchange's (HME) Inaugural Humanitarian Awards. The reception was held earlier this month in New York City at the Manhattan Penthouse. The AMM Nexus Representative of the Year Award honors one who exemplifies the qualities of an outstanding sales professional, including superior service, professionalism, and communication of ideas.

"By setting an industry standard, we hope to inspire others and to reinforce the value of professional healthcare media advertising. Nexus is further distinguished this evening in that we are collaborating with the Healthcare Marketer's Exchange's Inaugural Humanitarian Awards. It is a fitting union – providing a fuller picture of our community and its capabilities – the skill and expertise of Nexus, the giving back to others through humanitarian service and actions," said Lori Raskin, President of AMM.

"I've always been so impressed by the generosity of the people in our industry. They do so much for others," said Nancy Leonard, Publisher, Healthcare Marketer's Exchange. "I've been thinking about how we could honor those who truly go above and beyond for some time, so I was delighted to join the AMM in honoring some of the stellar people in our industry."

The 2016 AMM Nexus Award was presented to Leslie Dubin of Harborside Press, LLC.

Nancy Leonard, Publisher of Healthcare Marketer's Exchange, presented HME's Inaugural Humanitarian Awards to the following company and individuals:

Company Winner: AbelsonTaylor

Individual Winner: Todd Adrian, Novartis

Honorable Mention: Nicole Johnson, Elsevier

In previous years, the AMM Nexus Awards honored two advertising sales representatives -- one from a primary care or multi-specialty publication and one from a specialty publication -- who in that current year have demonstrated an extraordinary ability to keep advertisers connected to all that's new in the industry, the market, and the media. They are the *Nexus*, the vital link, between advertisers and their audience.

For more information on AMM or Nexus, visit www.ammonline.org. For more information on Healthcare Marketer's Exchange Humanitarian Awards, visit www.HMExchange.com.

About AMM

The **Association of Medical Media (AMM)** is a non-profit organization, whose name reflects its membership: medical publishing firms, content providers and associated companies in the medical communications field. The members of AMM share a commitment to editorial integrity, professional sales standards, and the promotional value of medical advertising — both print and online.

AMM is dedicated to fulfilling our clients' integrated needs through programs designed to show publishers and advertisers the *synergies, efficiencies and strategies for print and online marketing*. Through regular networking opportunities and our unique industry partnerships, we aim to be the leader in the future development of medical media.

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About Healthcare Marketer's Exchange

Healthcare Marketer's Exchange (HME) is a monthly in-print and online magazine for healthcare marketers that seeks to consistently create and promote a strong sense of community through personal, human-interest editorial designed to be friendly, entertaining, and engaging. The purpose of the HME Humanitarian Awards is to recognize both an individual and company who make a positive impact on the welfare of humankind through their contributions, time, actions, and dedication. For more information, go to <http://www.hmexchange.com/humanitarian.html>.