



PRESIDENT'S LETTER – OCTOBER, 2010

Good Greetings!

As we predicted, Fall 2010 has been full of stimulating and inspiring activities for AMM members. The response and participation have been great, and we're not done yet.

At our October educational meeting we had a privileged preview of the options and opportunities for medical communications in 2011. Edward Zabrek, M.D., Global Sales Director of Custom Healthcare Publications, Zinio, gave us robust innovative ideas for future publishing strategies. Dick Vanderveer, CEO of GfK USA Healthcare Research, provided us with market facts to show that our innovative communications will lead us to success next year and into the future.

On the night of October 7th, AMM members, colleagues and friends turned for Bowling for Breast Cancer at Leisure Time Bowl (now Frames) in Manhattan. We had several contests and prizes were awarded for Best in Pink, High and Low Scoring Teams, Most Strikes, etc., and a silent auction. You can still contribute by clicking the pink Bowling for Breast Cancer logo on our website.

AMM's efforts were supported by our industry sponsors, Harborside Press, Haymarket Media, New England Journal of Medicine and Medi-Promotions, and donations from additional medical media partners for our on-site auction. Our final numbers are being tallied, and a detailed announcement and post event press release regarding AMM's donation to BreastCancer.org will be distributed in the coming weeks.

We presented the 2010 Doctors' Choice Awards on September 16th at Comix in New York. Vince Parry, President of Y Brand and Chief Branding Officer of inVentiv Communications, served as Master of Ceremonies. The Doctors' Choice research identifies the best and brightest of creative product communications targeting health care professionals. Ads were judged on their ability to communicate clearly and quickly, help with clinical decisions, prompt seeking more information or re-examining treatment, generate interest, add to information provided by company sales representatives and underscore the value of the product prescribed. The award for overall highest-scoring ad went to Abelson Taylor's Rituxan ad for Genentech Biogen Idec. The list of other winners is available on the AMM website. Congratulations to all the winners, finalists, and their creative teams.

But wait, there's more! The November Educational Summit will take place on Thursday, November 18th at 9 a.m. The topic is "Reality Check: What information sources do doctors and other healthcare professionals really rely on today?" Dave Emery, VP of Medical Sales for Kantar Media–Professional Health, and, from Compas, Inc., Stanley Woodland, President and CEO, and Bob Gironi, Exec VP of Communications Media Inc. That's just part of the lineup.

We're still talking to other insightful research experts to complete the program. You shouldn't miss it, so please visit the AMM website and sign up today.

If you haven't obtained your copy of the Kantar Media study, it's still available. It's titled *"1,200,000 Physicians Validate How To Optimize Detailing,"* and it's solid documentation to show your clients that **journal ads enhance the impact of detailing**. Visit the AMM home page to download a copy, or send an email to info@ammonline.org to order prints for sales calls and to include in your media kits.

And finally, we invite you and your company to become an AMM sponsor in 2011. We have several different levels, annual sponsorships and individual event or event segment packages. Visit www.ammonline.org for details.

Please visit our website: www.ammonline.org to keep up with what's going on. We're glad you're with us!

Sincerely,
Tino DeCarlo
2010 AMM President

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