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AMM Names 2010 Doctors' Choice Awards Winners
Recipients voted highest-scoring medical journal ads by over 4,600 MDs

MOUNT LAUREL, N.J., September 21, 2010--The Association of Medical Media (AMM) presented *The Doctors' Choice Awards* to the highest-scoring medical journal advertisements Thursday, September 16, 2010.

The Doctors' Choice Awards, an annual study developed by AMM, researches physician attitudes toward product advertising through web-based surveying of 325 advertisements in 21 specialties from the 86 most widely-advertised products in the previous calendar year. The study was conducted by Readex Research, and drew more than 4,600 responses. This is the seventh year AMM has conducted *The Doctors' Choice* research.

Vince Parry, President of Y Brand and Chief Branding Officer of inVentiv Communications, served as Master of Ceremonies, as AMM introduced its new format and venue – Comix Comedy Club – in New York City. Parry has conducted branding initiatives for clients including Johnson & Johnson, Merck, Allergan, Biogen Idec, Genentech, Bayer, Lilly, Roche and TAP, among others since joining the company in 2001. He recently was named one of the top 100 most inspiring people in the life sciences industry by *PharmaVoice*. Parry has appeared on NBC Nightly News with Brian Williams and BBC radio, and is a frequent contributor to *Medical Marketing and Media*, *PharmaVoice*, *Pharmaceutical Executive* and *MedAdNews*.

“On behalf of all the AMM Directors and Officers, I’d like to warmly congratulate this year’s winners,” said AMM President Tino DeCarlo. “We should also pause to acknowledge all *The Doctors' Choice* finalists, as these advertisements, collectively, represent the best and brightest of creative product communications targeting medical professionals.”

The advertisements 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 winners’ advertisements, their manufacturers and the agencies responsible for them are:

CATEGORY	PRODUCT	COMPANY	AGENCY
Anesthesiology	OxyContin Tablets	Purdue Pharma	LyonHeart (LLNS)
Cardiology	Simcor Tablets	Abbott	Sudler & Hennessey
Dermatology	ORACEA	Collagenex	Kane & Finkel
Endocrinology	Welchol	Daiichi Sankyo	Area 23

Emergency Medicine	Zyvox	Pfizer	CDM
Gastroenterology	VIREAD	Gilead	Medicus Life Brands
General Surgery	Zyvox	Pfizer	CDM
Infectious Disease	Truvada	Gilead	Abelson Taylor
Multi-Specialty	Lexapro	Forest	Grey Healthcare
Nephrology	Ferrlecit	Sanofi-Aventis	Saatchi & Saatchi/Healthcare Innovations
Neurology	AVONEX	Biogen Idec	Euro RSCG Life Metamax
Obstetrics/ Gynecologicals	EVISTA	Lilly	Abelson Taylor
Oncology	Rituxan	Genentech Biogen Idec	Abelson Taylor
Ophthalmology	XALATAN	Pfizer	Euro RSCG Life LM&P
Orthopedic Surgery	CELESTONE SOLUSPAN	Schering-Plough (Merck))	Schering-Plough (Merck))
Pediatric	Rotarix Vaccine	GlaxoSmithKline	DraftFCB
Physician Assistant / Nurse Practitioners	Yaz	Bayer Healthcare	CommonHealth
Psychiatric	Lexapro	Forest	Grey Healthcare
Pulmonology	Ventavis	Actelion	Giant
Rheumatology	Savella	Forest	Ferguson
Urology	Gelnique	Watson	Core-Create

At the reception, an award was also presented to the overall highest-scoring advertisement:

Highest Scoring Ad Overall	Rituxan	Genentech Biogen Idec	Abelson Taylor
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For a full list of finalists and for more information about *The Doctors' Choice Awards*, contact AMM at 856-380-6814, or visit the association's Web site at www.ammonline.org.

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About the Association of Medical Media

Celebrating its 35th year, the Association of Medical Media (AMM) is dedicated to educating and promoting the value of the medical publishing and communications industry. AMM's name reflects its membership: medical publishing firms, content providers and associated companies in the medical communications field. Through regular networking opportunities and our unique industry partnerships, AMM aims to be the leader in the future development of medical media. For more information, visit www.ammonline.org.