

**AMMM**

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Medical Media

# **The Future of AMMM: Expanding Our Focus**



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During the last 18 months the AMM Board of Directors has been working on a plan to revitalize the organization.

- We decided that it was essential that we look at the organization in a new perspective---
- We agreed that the organization's ultimate goal was to serve our CLIENTS as well as its members



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- If the goal was to serve our CLIENTS we then asked, why not have our clients become AMM PARTNERS and have them become part of the Board of Directors?



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At this point we decided to invite some Media Professionals onto the Board and three Media Professionals accepted our invitation:

- Lisa Healy – RCW Group
- Johanna Tompetrini – SSCG Media Group
- Eugene Lee - CMI



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- The three Media Professionals have attended three Board meetings and have already had a major impact on our strategic direction

At our July 11 Strategic Planning Meeting, we invited three ***non member*** companies to participate and give us their input into the new direction in which we were taking AMMM.

They were:

- AMA
- Advanstar
- LWW/Wolters Kluwer Health



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And this is what we have come up with as our plan to move AMMM forward as a more valuable organization for you and your clients...



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## Our Goal:

To make AMMM an organization which offers **valuable** and tangible results for its members and a trusted and reliable source of information for its partners resulting in **increased membership**, **positive interaction** with its partners and **financial stability** for the organization.



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## 5 strategies to meet our goal:

1. Develop a plan that validates the effectiveness of professional media channels in reaching and impacting Health Care Providers.
2. Expand membership of AMM to include additional media organizations such as advertising agencies, digital organizations, and social networking organizations.
3. Look into partnerships with such organizations as the Medical Advertising Hall of Fame, industry market research organizations, HBA, the Coalition for Healthcare Communications and other advertising organizations including ABM.
4. Make the organization more valuable to member companies.
5. Promote the NEW AMM to the industry to obtain new members and partners

**Strategy #1:** Develop a plan that validates the effectiveness of professional media channels in reaching and impacting Health Care Providers.

- AMM will develop a series of educational presentations
  - To include various tracks of focus
  - Survey sent to members and nonmembers to gauge interest (findings to be discussed today!)



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**Strategy #2:** Expand membership of AMM to include additional media organizations such as advertising agencies, digital organizations, and social networking organizations.

- AMM will provide unique information and insights that make membership a vital resource.



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**Strategy #3:** Look into partnerships with such organizations as the Medical Advertising Hall of Fame, industry market research organizations, HBA, the Coalition for Healthcare Communications and other advertising organizations including the ABM.

- AMM will look into the possibility of joint educational meetings.
- Invite ABM to board meetings.
- Investigate potential research project demonstrating patient compliance resulting from medical communications with Coalition.

## **Strategy #4:** Make the organization more valuable to member companies.

- Members only section on AMM website will include research, presentations, links to externally published articles, and other information curated by AMM to be helpful to members.
- Restrict ALL educational meetings to members only, as well as Nexus, Doctors' Choice, but not Bowling. Agencies, Pharma, and invited guests (must be invited by a member) still permitted to attend as well. Doctors' Choice program advertisers will be allowed to attend the Doctors' Choice event.
- Allow only member companies to sponsor AMM events.
- Allow only AMM member companies to fill committee positions.

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## **Strategy #4:** Make the organization more valuable to member companies.

- Train and educate member staff.
- Exchange of best practices.
- Recognize superior sales performance of all channels. Expand Nexus to include multiple channels.
- Redo the AMMM website so that it is more user friendly to industry as a reliable source of information.
- AMMM career site sponsorship opportunities for members only to help recruit the best candidates for their respective organizations.

## **Strategy #5:** Promote the NEW AMM to the industry to obtain new members and partners

- Reposition AMM as a resource to industry for reliable information.
- Make presentations to the key personnel at publishing companies.
- Announce the new media professionals as Board members
- Create new marketing materials highlighting the new direction and changes to AMM.

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**Strategy #5:** Promote the NEW AMMM to the industry to obtain new members and partners

- Contact key people among potential partners such as HBA, ABM, Medical Advertising Hall of Fame, industry market research organizations and medical advertising agencies
- Stress to non members that this is a vital organization for their company and without their support NOW we will not be able to go forward with our plans. JOIN US NOW AND HELP US ADD VALUE TO YOUR COMPANY!!



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**AMM + Coalition for Healthcare  
Communication + The Ad Council + AHRQ**

**Major professional ad campaign  
initiative added to long-standing  
AHRQ DTP campaign**



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**Is professional advertising important as part of a larger direct-to-patient campaign?**

**Our message to AHRQ and The Ad Council:**

**Let us prove it to you.**



## QUESTIONS ARE THE ANSWER



[Before Your  
Appointment](#)

[During Your  
Appointment](#)

[After Your  
Appointment](#)

[Patient and Clinician  
Videos](#)

[Tips and Tools](#)

[Home](#) || [Tips and Tools](#) || [Public Service Announcements](#)

Text Size: [A](#) [A](#) [A](#) 

### Public Service Ads



People ask more questions when ordering a meal than they do during medical appointments. When you ask questions, you get answers that can help you make better decisions, and receive better quality care.

### Build Your Question List

Be prepared for your next medical appointment. The Question Builder makes it easy to create a list of questions

### Public Service Ads



People ask more questions when ordering a meal than they do during medical appointments. When you ask questions, you get answers that can help you make better decisions, and receive better quality care.

Select a link below to watch the video.

[15-second PSA](#) (video, 15 sec.) [Flash Help](#)  
[30-Second PSA](#) (video, 30 sec.) [Flash Help](#)



People ask more questions when buying a cell phone than they do during medical appointments. You can enhance the quality, safety, and effectiveness of your health care by asking questions about your care, diagnosis, treatment, and medicines.

Select a link below to watch the video.

[15-second PSA](#) (video, 15 sec.) [Flash Help](#)  
[30-Second PSA](#) (video, 30 sec.) [Flash Help](#)



Doctors and other clinicians want to provide the best health care they possibly can, but they cannot read your mind.

Select a link below to watch the video.

[60-Second PSA](#) (MPG file, 8.2 MB) [Multimedia Help](#)  
[30-Second PSA](#) (MPG file, 4.2 MB) [Multimedia Help](#)

### Build Your Question List

Be prepared for your next medical appointment. The Question Builder makes it easy to create a list of questions to take to appointments.

[MAKE YOUR LIST NOW](#) ▶

### Check Out Our Print Ads

New ads for clinicians encourage two-way communication during medical visits.



- [Select here for female ad](#) (PDF file, 300 KB) [PDF help](#)
- [Select here for male ad](#) (PDF file, 460 KB) [PDF help](#)

# AMM

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**A simple question  
can reveal as  
much as a test.**

**"WHAT ARE OUR GOALS FOR TODAY?"**

Ask your patients about their health priorities at each visit. When you do, both you and your patient can make the most out of the time you have together, and they'll feel more invested in their own care. Not only does that improve efficiencies, but it also helps improve health outcomes.

For tools and tips to share with your patients, visit [www.ahrq.gov/questions](http://www.ahrq.gov/questions)

  **AHRQ**  
Agency for Healthcare Research and Quality  
Advancing Research to Meet Your Care & Save Lives

[www.ammonline.org](http://www.ammonline.org)



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## **Campaign results:**

**AMM members and participating journals  
will receive exclusive access to campaign  
results provided by The Ad Council and  
AHRQ**



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## 2011 Educational Topics

1. Update from Coalition- John Kemp
2. Pharma Year in Review, a perspective –SDI
3. Auditing Brands Across Multiple Platforms- BPA
4. Doctors' Choice Winners-new Rx Performance
5. Understanding Oncologists Influences- Cegedim
6. Serving Your Audiences-eHealthcare Solutions
7. Media Roundtable-Multichannel Promotion (happening today!)
8. New Findings from Manhattan Research (still to come)



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## **Top Ten Educational Topics Based on Recent Survey**

1. Impact to digital (including mobile)
2. Best case of metrics and how to use for selling
3. Priorities of a brand manager
4. State of the medical media industry
5. Updates from Manhattan Research
6. Selling to different types of clients
7. Social media
8. SDI or IMS year in review
9. Expectations from the agency
10. Emerging technologies



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Our 2012 Educational Meeting programs  
will be based on this data.

If you are not a member of AMMM, you will  
miss out on some **great** topics!

Don't miss out on the "Future of AMM"!

Become a member now!

*IT IS THE PARTICIPATION OF AN  
ORGANIZATIONS' MEMBERS THAT  
GIVES IT STRENGTH!!!*



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- Commit to 2012 membership NOW and receive the rest of 2011 absolutely FREE
- See registration desk for details



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## **Save the Date**

**October 20, 2011**

**3:00 PM – 6:00 PM**

**Doctors' Choice Awards**

**The Ney Center, NYC**

- Members, Agency Personnel, Pharma – Complimentary Registration
- Nonmember Program Advertisers – One complimentary registration, \$100 each additional