

**FOR IMMEDIATE RELEASE**

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**AMM Announces 2012 Doctors' Choice Study Top Ads**  
*Over 1,600 MDs voted on highest-scoring medical journal ads*

MOUNT LAUREL, N.J., January 29, 2012--The Association of Medical Media (AMM) presented *The Doctors' Choice Study* on Thursday, January 24, 2012. This study assessed the most effective ads of 2011.

*The Doctors' Choice Study*, an annual study developed by AMM, is the only program in the pharmaceutical field that asks doctors to measure the effectiveness of products' promotional messages. We've received more than 1,600 responses, in 15 specialties, evaluating 188 brands and 262 advertisements. This is the ninth year AMM has conducted *The Doctors' Choice* study.

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 highest-scoring advertisements and their manufacturers are:

<b>CATEGORY</b>	<b>PRODUCT</b>	<b>COMPANY</b>
<b>Cardiology</b>	Pradaxa	Boehringer Ingelheim
<b>Dermatology</b>	Humira	Abbott
<b>Diabetes/Endocrinology</b>	Byetta	Lilly
<b>Internal Medicine</b>	Pradaxa	Boehringer Ingelheim
<b>Multi-Specialty</b>	Pradaxa	Boehringer Ingelheim
<b>Nephrology</b>	Sensipar Tablets	Amgen
<b>Neurology</b>	Lyrica Capsules	Pfizer
<b>Nurse Practitioners/Physician Assistant</b>	Namenda	Forest Pharmaceuticals, Inc.
<b>Obstetrics/Gynecology</b>	Essure Procedure	Conceptus
<b>Oncology</b>	Xgeva	Amgen
<b>Ophthalmology</b>	Restasis	Allergan
<b>Pediatrics</b>	Aerochamber Plus Flow-Vu	Forest Pharmaceuticals, Inc.
<b>Psychiatry</b>	Namenda	Forest Pharmaceuticals, Inc.
<b>Pulmonary Disease</b>	Daliresp	Forest Pharmaceuticals, Inc.
<b>Rheumatology</b>	Humira	Abbott
<b>Single Page Ad Units</b>	Essure Procedure	Conceptus
<b>Two Page Ad Units</b>	Lyrica Capsules	Pfizer
<b>Multi-Page Ad Units</b>	Pradaxa	Boehringer Ingelheim

For a full list of finalists and for more information about *The Doctors' Choice Study* contact AMM at 856-380-6814.

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**About the Association of Medical Media**

Celebrating its 37<sup>th</sup> 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](http://www.ammonline.org).