

## FOR IMMEDIATE RELEASE

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### **AMM Names 2011 Doctors' Choice Awards Winners** *Recipients voted highest-scoring medical journal ads by over 1,500 MDs*

MOUNT LAUREL, N.J., October 21, 2011--The Association of Medical Media (AMM) presented *The Doctors' Choice Awards* to the highest-scoring medical journal advertisements Thursday, October 20, 2011.

*The Doctors' Choice Awards*, 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 1,500 responses, in 15 specialties, evaluating 192 brands and 274 advertisements. This is the eighth year AMM has conducted *The Doctors' Choice* research.

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:

<b>CATEGORY</b>	<b>PRODUCT</b>	<b>COMPANY</b>	<b>AGENCY</b>
<b>Diabetes/Endocrinology</b>	Forteo Injection	Lilly	Abelson Taylor, Inc.
<b>Family Medicine</b>	Flector Patch	King Pharmaceutical	DraftFCB
<b>Gastroenterology</b>	Lialda	Shire	H4B Chelsea
<b>Internal Medicine</b>	Pataday	Alcon	CAHG
<b>Nephrology</b>	PhosLo Gelcaps	Fresenius Medical Care	5Strong
<b>Neurology</b>	Lamictal	GlaxoSmithKline	Area 23
<b>Obstetrics/Gynecology</b>	Premarin Vaginal Cream	Pfizer	Cline Davis & Mann
<b>Oncology</b>	Nplate	Amgen	RCW Group
<b>Ophthalmology</b>	Restasis	Allergan	Abelson Taylor, Inc.
<b>Nurse Practitioners/Physician Assistant</b>	Naprelan	Victory Pharma	Victory
<b>Pediatrics</b>	Vigamox	Alcon	CAHG
<b>Psychiatry</b>	Lexapro	Forest Pharmaceuticals	Grey Healthcare
<b>Pulmonary Disease</b>	Revatio	Pfizer	Clive Davis & Mann
<b>Rheumatology</b>	Remicade	Centocor Ortho Biotech	DraftFCB
<b>One Page Ad Units</b>	Nplate	Amgen	RCW Group
<b>Two Page Ad Units</b>	Xeloda	Genentech Biooncology	Agency Rx
<b>Multi-Page Ad Units</b>	Forteo Injection	Lilly	Abelson Taylor, Inc.
<b>Overall Top Scoring Ad</b>	Nplate	Amgen	RCW Group

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

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### **About the Association of Medical Media**

Celebrating its 36<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).