

**FOR IMMEDIATE RELEASE**

Tuesday, March 26, 2013

**Association of Medical Media Announces  
Winners of 21st Annual Nexus Awards**

NEW YORK, NY – The Association of Medical Media (AMM) is pleased to recognize Patricia “Patty” Quilty of *JAMA Dermatology* and *JAMA Internal Medicine* and Kevin Bolum of the American College of Physicians as the winners of the 21<sup>st</sup> Annual AMM Nexus Sales Representatives of the Year Awards. The winners were announced on March 21, 2013 during the Nexus Awards in New York City. This year’s event was presented at the Manhattan Club in a cocktail reception format.

*Quilty and Bolum receive  
their awards.*



These two prestigious awards, one for a specialty publication, and another for a multi-specialty publication, were created by the Association of Medical Media in 1993 to promote the awareness and effectiveness of journal advertising by applauding those who have demonstrated **excellence, dedication and a unique talent in their work**. By setting an industry standard and rewarding those who meet that standard, AMM hopes to inspire others and reinforce the value of journal advertising.

The AMM Nexus Award recipients are the *Nexus*, the vital link, between advertisers and their audience. Media directors were asked to nominate sales representatives who best exemplified the spirit of Nexus. The selection process looked at the nominees’ representation of both print and online vehicles available through their publications. Ballots were e-mailed to an industry wide list of healthcare advertising decision makers. Franklin Communications provided oversight for this process by implementing stringent quality control measures to ensure a high level of voter participation. A panel of industry leaders reviewed a blinded list of the top nominees in each category to determine the finalists.

This year’s winner in the Specialty Publication category is Patricia “Patty” Quilty, Account Manager for *JAMA Dermatology* and *JAMA Internal Medicine*. Quilty has been an advertising sales rep for the past 25 years. She started at Cliggott Publishing where she represented *The Journal of Musculoskeletal Medicine* and *The Journal of Respiratory Diseases*. She also worked as the Publisher of *Physicians Financial News* until 8 years ago when she joined The American Medical Association.

Quilty is an avid golfer and resides in Caldwell, NJ with her husband Neil Byrne and two beautiful daughters, Kelly and Shannon.

The winner in the Multi-Specialty Publication category is Kevin Bolum, Director of Advertising Sales for the American College of Physicians (*Annals of Internal Medicine*, *ACP Internist* and

*ACP Hospitalist*). Bolum began his career in 1985 right out of college working in advertising for USA Today. He moved to a medical publishing company in 1986 which was later purchased by Medical Economics. He worked a majority of his career with Medical Economic, later known as Thomson/Medical Economics. He also worked for McGraw-Hill prior to joining the American College of Physicians (ACP) in 2006. At ACP Bolum manages all advertising functions and also carries a territory of accounts in which he represents *Annals of Internal Medicine*, *ACP Hospitalist* & *ACP Internist* in both print & digital.

He currently resides in Yardley, Pa. and is married to his high school sweetheart Marian for the past 24 years. They have one daughter Kait who will be graduating college this May.

Bolum is truly honored to have received this award, "It's a tremendous honor to be recognized by the media executives in the healthcare industry that I have spent the past 27 years working in."

The AMM Nexus Awards were created by AMM to promote the awareness and effectiveness of journal advertising by applauding those who have demonstrated excellence, dedication and talent in their work.

### **About AMM**

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. The members of AMM share a commitment to editorial integrity, professional sales standards and the promotional value of medical advertising.

AMM is dedicated to fulfilling its clients' integrated needs through programs designed to show publishers and advertisers the synergies, efficiencies and strategies for print and online marketing. 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 about AMM or the Nexus Awards, please visit [www.ammonline.org](http://www.ammonline.org).

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