



2024 PROGRAM YEAR

**ABOUT US**

AMMonline.org





The AMM brings together professional medical media owners, publishers, and ad agencies, along with pharma and device manufacturers, to set industry principles and standards and to advocate for the value of medical media to educate health care providers and create better patient outcomes.





# Thank You

## For Your Interest in the AMM

On behalf of our Board of Directors, and the entire Association of Medical Media (AMM) community, I would like to welcome you to our organization. We are committed to making sure that this experience is a meaningful one, on both a personal, and a professional, level.

Our members are the heart of the AMM. Without each one of us, our organization would not be able to achieve its mission.

This guide is meant to share some key information to help you familiarize yourself with AMM, and get an overview of what membership has to offer. Please reach out with any questions or to let us know if we can be of assistance.

Thank you for your interest, and I hope to see you at our next event.

**Lisa Healy**  
President

# Our Members Are:

**PUBLISHERS** (both print and digital) in medical media who are advocates for the importance of professional, multi and omni channel medical media.

**MEDIA AGENCIES** committed to strengthening the medical media ecosystem to benefit our health care delivery system.

**REP FIRMS, INDEPENDENT CONSULTANTS, AND OTHERS** who make the AMM stronger with their breadth of experiences.

# AT THE CORE OF AMM'S SIGNATURE PROGRAMS:



## **EDUCATIONAL PROGRAMMING**

Ranging from industry panels and roundtables with AMM members, to thought-provoking talks delivered by subject matter experts, AMM's educational programming delivers meaningful knowledge sharing in an actionable format.



## **SIGNATURE EVENTS**

Each Fall, the AMM comes together for a philanthropic fundraising event. Each spring, the AMM gathers to celebrate the top salesperson in medical media along with a cadre of rising stars.

# **Key Membership Benefits Include:**

**Benefits can be modified  
to specific member needs  
in many instances.**

## **EDUCATIONAL PROGRAMMING**

- 1.** You have to be an AMM member to attend our year-round slate of educational programs. Programs include industry panels, roundtables with AMM members, and thought-provoking talks.

## **IMPACTFUL CONTENT**

- 2.** The AMM produces content that elevate sthe conversation within medical media and provides actionable intelligence that you can immediately put to use.

## **OPPORTUNITY TO IMPACT**

- 3.** Being a part of the AMM is an opportunity to be a part of a shared outlook working to strengthen medical media as it navigates key issues and challenges within our community.

# We're excited to have you join us!



**THE ASSOCIATION OF MEDICAL MEDIA**

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