

## FOR IMMEDIATE RELEASE

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### **AMM Announces New Strategic Priorities for a New Era in Medical Media**

NEW YORK, NY February 18, 2015 – Placing a higher priority on helping member organizations navigate the rapidly-changing and turbulent seas of professional medical media, the Association of Medical Media (AMM) has announced its strategic priorities for 2015. This follows the announcement of the new AMM mission statement, revised last summer, which now reads: “AMM is dedicated to advancing the value and future of professional medical media.”

“Everyone knows the challenges faced by medical media today,” said Fabien Savenay, who was elected AMM president last month. “Demand from physicians and HCPs for ‘whenever, wherever’ access to content, demand from product marketers for demonstrative and aggressive ROI, increased regulatory demands, the list goes on,” he said. “Media organizations know *what* they must do, but exactly *when* and *how* to do it is a daily challenge.”

AMM’s strategic priorities for 2015 provide more energy than ever before on providing access to shared knowledge, collaboration, education, resources and best practices. They include:

- Ensuring that AMM educational programming is relevant at multiple levels of the member organizations, benefitting not just media sales but executive decision-making
- Providing member organizations with sound, easily accessible research and knowledge resources
- Forming alliances with other organizations with similar missions

Specific tactics include expanding topics covered at in-person educational sessions, re-imagining the AMM’s Nexus Sales Rep of the Year award for greater educational value in today’s media landscape, reorganizing the website for greater ease in accessing AMM’s extensive knowledge-base, and de-prioritizing investment in social functions (e.g., the AMM holiday party) in favor of greater investment in research and education.

“Advocating for the unparalleled power of professional medical media remains, at its core, AMM’s number one goal,” confirmed Savenay. “Now, however, we must additionally help media organizations to ensure that they remain just as relevant in the future as they are today.”

#### 2015 AMM Board Officers Announced

At its educational meeting held last month, <sup>AMM</sup> additionally announced its newly-elected 2015 Board of Officers:

- President: Fabien Savenay, Wolters Kluwer
- Immediate President: Stephanie Hanaway, American Academy of Family Physicians (AAFP)
- President-Elect, Lori Raskin, Frontline Medical Communications
- Treasurer, Jack Angel, Coalition for Healthcare Communications

- Secretary, Joann Mitchell

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### **About AMM**

The Association of Medical Media (AMM) is dedicated to advancing the value and future of professional medical media. It provides forums and resources for advancing professional medical media by establishing best practices, research and innovation through deep collaboration with a fully engaged diverse media community. Membership benefits include access to proprietary information, relevant education sessions, professional development and valuable network opportunities to address constant change while advocating for the growth and future of medical media.

Members include medical media/publishing firms, content providers, agency media professionals, 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.

For more information about AMM, please visit [www.ammonline.org](http://www.ammonline.org).

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