

AMM | Association of
Medical Media

2021 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, thank you for volunteering to serve our organization this year. We are committed to making sure that this experience is a meaningful one, on both a personal, and a professional, level.

Our volunteers are the heart of the AMM. Without each one of us, our organization would not be able to achieve its mission. Together we will build on past successes, and chart a course forward that continues to advance our cause.

This manual is meant to share some key information to help you navigate your volunteer experience and maximize your impact on our community. Please reach out with any questions or to let us know if we can be of assistance.

Many thanks for volunteering - I am looking forward to working with you.

Eileen Henry
President

Our Members Are:

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

THE AMM'S SIGNATURE PROGRAMS INCLUDE...



EDUCATIONAL PROGRAMMING

Ranging from industry panels, roundtables with AMM members and 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.



ACTIONABLE CONTENT

The AMM produces several series filled with actionable intelligence that you can put to work for your organization. They include podcasts, white papers, video blogs, and a series of special reports on key topics.

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 fact sheets, white papers, and special reports that elevate the conversation within medical media and provides actional 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 voice working to strengthen medical media as it navigates key issues in Washington and within the publishing community.

Dues Information...

For more information, email help@AMMOnline.org

- There are a number of membership categories (publisher, media agency, rep firm, independent consultant, and others).
- For publisher members, annual dues are based on annual revenue. For other categories, it is a fixed rate.
- The membership year runs from January to December with renewals dues by the end of Q1.
- Dues can be adjusted for publisher members based on join date and flexible payment plans are available for all.



We're excited to have you join us...



THE ASSOCIATION OF MEDICAL MEDIA

Moorestown, NJ

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