FOR IMMEDIATE RELEASE
July 19, 2013

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AAMSE Recognizes Five Organizations for Excellence in Medical Society Management

ST. LOUIS– The American Association of Medical Society Executives (AAMSE) awarded five organizations with 2013 Profiles of Excellence (PoE) Awards for outstanding achievement in medical society management.

The third annual PoE Awards were presented at the 2013 AAMSE Annual Conference, held July 17-20 in St. Louis, MO. The awards recognize programs and campaigns that have made positive impacts on medical societies, their physician members and the communities they serve. A judging panel, comprised of AAMSE members representing a variety of medical society types and areas of expertise, reviewed submissions and awarded recipients for excellence in five areas of medical society management: advocacy, communications, education, membership and the President’s Award which focuses on a different topic each year as selected by the current AAMSE president.

The following organizations were announced as 2013 award recipients:

- **Advocacy:** The American Academy of Pediatrics for its efforts to increase practice efficiency and improve patient safety by successfully advocating for 2-dimensional bar codes on vaccine products.

- **Communications:** Washington State Medical Association for its outreach program focused on facilitating conversations between doctors and patients about medical care choices, including end of life care and avoiding unnecessary emergency room visits.

- **Education:** Ohio State Medical Association for its awareness program aimed at empowering physicians to improve care and establish best practices to combat the prescription drug abuse epidemic.

- **Membership:** Florida Medical Association for the re-launch of its website to better meet member needs, including the addition of new multi-media features, a career center and resource centers addressing issues such as health information technology and health care reform.

- **President’s Award (Preparing Members for Health Care Reform):** Washington State Medical Association for its program to help Washington physicians understand the state’s health benefit exchange and how it will affect the practice of medicine and patient care.

The full winning submissions are available to AAMSE members at [www.aamse.org/PoEWinners](http://www.aamse.org/PoEWinners).

The 2013 PoE Awards were presented by outgoing AAMSE President Ed Whitver, MBA, CAE, CMPE during the annual Board Installation and Awards Luncheon on Friday, July 19.

“The Profiles of Excellence Awards are shining examples of the outstanding work being done by medical societies nationwide on behalf of their physician members,” said Mr. Whitver. “They truly show the innovation and creativity necessary for medical societies to demonstrate their leadership during this period of healthcare transformation.”

The Profiles of Excellence Awards were established in 2011 to recognize AAMSE member organizations for their contributions to the field of organized medicine. For more information on the Profiles of Excellence Awards, visit [www.aamse.org/PoE](http://www.aamse.org/PoE).

The American Association of Medical Society Executives (AAMSE) is the professional organization of more than 1,300 medical society executives and professional staff across North America. Through its more than 300 member organizations, AAMSE advances the profession of medicine through education, communication of knowledge, leadership development and collaboration. For more information, visit [www.aamse.org](http://www.aamse.org).

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