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## **Accucoms signs American Medical Association and American Academy of Pediatrics for Representation services in Latin America**

Accucoms, a leading provider of sales and marketing services to scholarly and society publishers today announced its agreement to deliver journal sales representation and customer support services in Latin America to two leading US Society Publishers: the American Medical Association (AMA) and the American Academy of Pediatrics (AAP).

The AMA, publishes the *Journal of the American Medical Association (JAMA)*, which is the most widely circulated medical journal in the world. Vida Damijonaitis, Director of Worldwide Sales at AMA said of the agreement “When we decided to outsource our business in this part of the world, we knew that Accucoms would be a very strong contender. They have a great business model and we were extremely impressed with their approach to a virtually untapped and unknown market. The combination of publishing experience and local market knowledge made them the obvious choice. Having worked with them on marketing campaigns before, we know that Accucoms is an extremely action oriented company and we are confident of their ability to deliver.”

The AAP is committed to improving the health of children worldwide. It publishes the flagship journal *Pediatrics* as well as four additional publications—*Pediatrics in Review*, *NeoReviews*, *AAP Grand Rounds* and *AAP News*. The AAP already outsources its journal sales and customer support services in Europe to Accucoms and has recently signed an agreement to cover Latin America as well. Kerry O’Rourke, Senior Managing Editor at AAP, said, “We have already seen an upturn in business as a result of our agreement with Accucoms in Europe, and so we feel very confident that they can deliver in Latin America, too. Our experience with Accucoms to date has been an extremely positive one and we are excited about the prospect of expanding the reach of our content and thus helping to improve the health of children in this part of the world”.

“We are very proud to be representing two such eminent society publishers within Latin America” said Pinar Erzin, Managing Director, Accucoms. “To outsource such an important part of your business to a third party is a big step and so we are delighted that both AAP and AMA have faith in our ability to deliver results and to represent them in this new market. We already carry out sales and customer support services for AAP in Europe so have established an excellent working relationship with them. We have also worked with AMA on many marketing projects over the years and have a good understanding of their products and their business.”

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ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.