

## INFORMATION PAPER

MCMR-MMF-C  
3 October 2014

SUBJECT: US Army Medical Materiel Agency (USAMMA) Marketing Products

1. Purpose: To provide a summary of the marketing products for various USAMMA events.

2. Facts:

- a. Markets the Agency's capabilities and programs to customers and stakeholders through customer assistance and education and review and updates of customer information published on the Agency website.
- b. Managed the publication of the DA Medical Supply Bulletin 8-75 Series. Coordinated and performed technical and editorial reviews for seven medical supply bulletins. Published one supply bulletin to the USAMMA website and AKO each month.
- c. Educate customers on using various USAMMA products and services as follows:
  - 1) Medical Services Information Logistics System (MEDSILS)
  - 2) How to locate the Equipment Handbooks and Start-Up Lists.
  - 3) How to locate information for the Medical Logistic hosted Vendor Day events and facilitate interactions between private industry and government POCs for each event date.
  - 4) Assist in the creation, review, and editing of the USAMMA, Medical Logistics Management Internship Program (MLMIP) and each Directorate brochure for distributing, publishing on the USAMMA website, and providing to new USAMMA staff and the MRMC PAO.
- d. Managed the Interactive Customer Evaluation (ICE) Program for the Agency.
  - 1) Identify actions to ensure leaders, that the information generated from the ICE surveys were effective in providing timely guidance for improvement of short term (i.e., 36 hours or less and long term (i.e., greater than 36 hours) targets.
  - 2) Understood the needs of external customers and as such, enabled the Agency to be more proactive in providing relevant information and educating the customers.

Prepared by: Celia Anderson/301-619-1288  
Approved by: LTC Clayton Carr/301-619-4355