



**FOR IMMEDIATE RELEASE**

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**AMA NAMES PROVIDENCE MEDICAL STUDENT AS A 2011 APP CHALLENGE FINALIST**

CHICAGO – Today, the American Medical Association (AMA) announced that Benedict Landgren Mills of Providence, R.I. is a finalist in the [2011 AMA App Challenge](#) for his idea for an electronic application that would allow users to easily turn any piece of medical information into a custom flashcard.

“Hundreds of physicians, residents and medical students sent us their ideas in the first-ever AMA App Challenge, and now AMA members have the opportunity to decide which ideas the AMA will develop as the next great medical app,” said AMA Chair-Elect Steven J. Stack, M.D.

Mr. Landgren Mills’ idea, the Smart Flash Cards app, would allow users to create their own flashcards for speed and efficacy in aiding memorization and share the cards with others to invite contributions and edits. Mr. Landgren Mills is a second-year medical student at Brown University’s Alpert Medical School.

“Smart Flash Cards would allow users to create, edit, share and store their own custom flashcards,” said Mr. Landgren Mills. “My idea would help medical students more efficiently tailor their studies to meet their individual needs.”

Earlier this year, U.S. physicians, residents and medical students were invited to submit their unique app ideas for a chance to have the AMA bring it to life. Out of the hundreds of submitted ideas, 10, including Mr. Landgren Mills’ idea, have been selected as finalists. AMA members can vote for one idea in the physician category and one idea in the resident/fellow/medical student category. One winner will be selected from each category.

The winners will each receive \$2,500 in cash and prizes, plus a trip for two to New Orleans for the grand unveiling of their winning idea at the AMA’s semi-annual policymaking meeting in November. AMA members can vote for their favorite app idea until September 30, 2011, and winners will be announced in November.

For more information on the 2011 AMA App Challenge or to learn more about the other finalists’ ideas, visit [www.ama-assn.org/resources/amaidealab/vote.shtml](http://www.ama-assn.org/resources/amaidealab/vote.shtml).

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