



Health, Science & Nonprofit
Communications/Public Relations

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For Immediate Release

TARTAGLIA TAPPED BY NEW ADDICTION MEDICINE BOARD

American Board of Addiction Medicine will Certify Physician Specialists

SOMERSET, NJ – April 20, 2009 – Tartaglia Communications has been named Agency of Record for the American Board of Addiction Medicine (ABAM), the nation’s first medical specialty board drawn from all areas of medicine that is focused on preventing, diagnosing and treating drug addiction, and for The ABAM Foundation, the board’s educational arm. Tartaglia Communications specializes in developing strategic communications and public relations solutions for health, science and nonprofit organizations. Tartaglia’s work for ABAM will include communications planning, message and materials development, and national, local and trade media relations. Tartaglia Communications was the only firm considered by ABAM.

“It is a great honor to be selected by the American Board of Addiction Medicine for this key assignment,” says Dennis Tartaglia, president and founder of Tartaglia Communications. “ABAM has put into place a process to ensure that evidence-based addiction treatment is more available when and where people need it, across the health care sector. I look forward to working with them to communicate the capabilities of this new medical specialty to address one of the nation’s most intractable public health problems.”

Dennis Tartaglia has worked extensively in the area of addiction and substance abuse, as well as in communicating about physician board certification. While with M Booth & Associates, he led a six-year effort to deepen public and policymaker understanding of addiction-related issues for two national Robert Wood Johnson Foundation programs, *Innovators Combating Substance Abuse* and *Developing Leadership in Reducing Substance Abuse*. He represented the U.S. Department of Energy’s Brookhaven National Laboratory for eight years, helping focus national media attention on the Lab’s ground-breaking addiction research. In addition, he led the Booth team in designing a physician communications program for the American Board of Medical Specialties (ABMS) about its Maintenance of Certification initiative.

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“When we learned that Dennis Tartaglia and Tartaglia Communications were available to work with ABAM and The Foundation, we enthusiastically invited them to represent us,” says Kevin B. Kunz, MD, president of the American Board of Addiction Medicine. “Tartaglia's experience in the addiction field and with the ABMS are a perfect fit for helping us communicate our message.”

Although one in five Americans has an addiction to alcohol, tobacco, prescription medications or illicit drugs, there has never been a medical specialty, drawn from all areas of medicine, dedicated to treating addiction. The American Board of Addiction Medicine hopes to change this by creating a cadre of specialized physicians across medical specialties, who will be able to provide screening, prevention and treatment services in all health care settings. ABAM has set standards for physician education, assesses physicians' knowledge, and requires and tracks life-long continuing education. The board has taken steps to create addiction medicine training programs affiliated with the nation's top medical schools, and will seek accreditation from the Accreditation Council for Graduate Medical Education for these programs. ABAM is also in the process of seeking recognition from ABMS, and plans to certify physicians in a range of specialties.

Dennis Tartaglia has won numerous awards for his addiction-related communications programs including the: Public Relations Society of America (PRSA) Health Academy *Innovation Award*; PRSA-NY *Big Apple Award*; *Bulldog Award for Media Relations Excellence*; *Gold Mercury Award*; *O'Dwyer Award for Public Communication*; and *Platinum MarCom Award*. His programs for the Robert Wood Johnson Foundation were finalists twice for *PRWeek's Nonprofit Campaign of the Year*, once for a *SABRE Award*, and received *Honorable Mention* in *PR News' Nonprofit PR Awards*. Tartaglia's work is also featured in the new “Big Book of Brilliant PR Ideas,” published in 2009 by *Bulldog Reporter*.

Tartaglia Communications is a full-service public relations firm that specializes in developing strategic communications solutions for health, science and nonprofit organizations of all types and sizes. Dennis Tartaglia established the firm to provide the personalized service, high-level strategic insight, and results-oriented approach that clients need to achieve their communications objectives in a cost-effective manner. Tartaglia draws on his 25 years of experience and extensive network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Please visit www.TartagliaCommunications.com, or contact us at info@TartagliaCommunications.com or (732) 545-1848.

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